

Analyze the application of illustration in food packaging design

-- Taking Nongfu Spring as an example

Junfeng He

College of Art and Design, Wuhan Textile University, Wuhan 430073, China

Abstract: Modern illustration is widely used in packaging design, the expression of illustration in beverage packaging is constantly changing, illustration packaging design is also constantly innovating, promoting the development of packaging design, in order to adapt to the economic competition, the competition of innovative design. Taking Nongfu Spring, a well-known product, as the research object, the application of illustration art in beverage packaging is presented. Nongfu Spring cleverly makes use of consumers' psychology, and uses exquisite visual illustrations to stimulate consumers. At the same time, it integrates the design concept of packaging: creativity + product + communication, and uses composite materials to decorate, further strengthening the sense of trend of mass beverage packaging.

Keywords: Illustration design; Food packaging; Brand personalization.

1. The purpose of the research

1.1. Research Background

Under the Great Economic era, with the development of national economy and the improvement of people's living standards, the beverage industry has developed rapidly in China, and the future development prospects of the domestic beverage market are still good. The improvement of residents' income and consumption level makes it possible for beverage production and consumption to continue to grow, and the change of modern consumption concepts, such as consumers' demand for natural, low-sugar and healthy drinks, promotes the trend of green development. According to investigation, the output of these few drinking products basically presents blowout - type growth. Subsequently, the product packaging also appeared diversified and complicated development trend, breaking the past single product packaging market monopoly pattern, metal bottles, PET, PP small bottles, black and white film packaging and other magnificent appearance. Then packaging design also plays an extremely important role in the development of the industry can not be underestimated. Good packaging design has not only brought aesthetics and protection to products, but also has some feelings and characteristics of The Times. The development of domestic packaging design is moving towards the concept of creativity, innovation and environmental protection, adhering to the original functional significance of packaging design to spiritual significance.

1.2. Research Significance

By analyzing the application of illustration in packaging design, consumers can see the characteristics of products more directly through the illustration on food packaging, and feel the illustrated story through the imagination and creativity of consumers. Successful illustration can enable products and consumers to achieve emotional resonance, so that products can be recognized by consumers and improve product sales. To meet the practical and visual needs of consumers, and better shape the brand status of products in

the eyes of consumers.

In China, the innovation of beverage packaging design should be based on Nongfu Spring. In recent years, the series of products launched by Nongfu Spring are mostly graphic elements of packaging design based on illustration. The combination of various forms and techniques of illustration and commodity characteristics creates many excellent packaging designs.

1.3. Research status at home and abroad

The Embodiment of Ancient Style Illustration Art in Food Packaging Design by Peng Lang explores the application of traditional cultural charm and humanistic spirit in food packaging, and selects a large number of traditional costumes and headaddresses, ancient architecture, classical patterns, and ink painting scenes for attempts to maximize the expression of its artistic and cultural charm. Zhang Xiaolin's "Research on Illustration Style and Brand Design in Food Packaging Design" is to explore the illustration on packaging, not only to explain the content of food, but also to promote products and spread the brand responsibility, consumers only need to look at the illustration can understand the meaning of the brand; The Application and Exploration of Flower Arrangement Art in Packaging Design by Tang Yu fully demonstrates the intuitiveness, story and unique appeal of illustration to consumers. Illustration endows products with certain design emotion and brand value, Narrows the distance between products and consumers, and stimulates their desire to buy.

1.4. Contents and methods of research

Successful brands are story-telling brands, which pack the history and connotation of the brand to consumers with stories, so that they can unconsciously digest the brand concept. Narrative illustrations appear repeatedly in people's vision, so that brand stories can be printed directly and effectively in the minds of consumers. Consumers are both receivers of information and indirect transmitters of information, so that brand stories can be spread among people.

In terms of products, this paper analyzes the illustration

design thinking and picture effect of the representative products launched by Nongfu Spring. In terms of data collection, I read a large number of papers and related references to understand the core viewpoints of each research material, so as to analyze the application of illustration in video packaging.

2. Related overview of illustration in food packaging

2.1. Characteristics of food packaging

Under the premise of ensuring food hygiene and quality, food packaging has certain beautifying functions for food. The illustration emphasizes the smell, taste and taste of food, conveys food attributes and taste more clearly, and directly produces delicious visual stimuli.

Hand-painted style has a good integration in food packaging, giving people a feeling of freedom and fluency, bringing people a sense of intimacy that other performance techniques can not be matched, narrowing the distance between food and consumers, convenient emotional communication between the two. Through illustration to introduce food information to people naturally, convey the story plot, so that consumers in the mind to accept the food brand image, brand identification, so as to obtain good sales effect. Food packaging designers create cartoon images in a free and carefree state, inadvertently giving consumers natural fun, so that people feel relaxed and happy when enjoying food, and release consumers' imagination. The application of hand-drawn expression techniques in illustration style gives people a relaxed and interesting feeling of echoing pictures and texts.

2.2. Development of illustration in packaging design

Nowadays, whether random graffiti or deliberate creation, visual symbols with graphic articles and decorative copy can be called "illustration". The creation and expression of illustration can be abstract or concrete. The explanation of "illustration" in Cihai refers to the pictures printed in books, which can supplement the content of the text or enhance the reading interest, which can also be called illustration. Traditional illustration is often accompanied by traditional literature, with the characteristics of graphic consistency, convenient for people to leave a specific impression on the text content in the mind, and some illustrations will be created through lines, color blocks and other graphics with strong visual effects, the purpose is to attract people's attention to the picture.

Packaging designers use digital expression techniques to draw illustrations, giving people a rigorous, formal feeling, suitable for most food packaging. The increasingly powerful function of drawing software makes illustration design more delicate and perfect, which can show unique graphic meaning and meet the requirements of consumers who expect to obtain freshness through buying food. Using computer to draw food packaging illustrations and integrate narrative theory into them can not only reflect the good quality of food, but also meet the emotional needs of consumers, and enhance people's recognition of food and the sense of brand ownership.

2.3. The role of illustration in food packaging

Illustration of food has a certain beautification function, so the illustrator on the basis of understanding the characteristics

of food, in-depth study of the psychological factors affecting consumer motivation to buy, with the help of food packaging illustration story structure elements, visual elements to strengthen a feature of food, to meet the diversified needs of consumers, then other advertising and other ways to face consumers more vividly, to stimulate consumers to buy food.

The visual appeal of illustration packaging is the key for enterprises to compete with other similar and homogeneous commodities. Illustration packaging conveys information to people through exaggerated expressions and interesting actions of cartoon images, without worrying about being restricted by age or language. To put it simply, cartoon image is to use the language of painting to tell people the story involved in cartoon image. Cartoon image-related products bring joy and imagination to human life. They are a combination of art and technology. Their humorous and interesting characteristics make corporate culture and designers' ideas easier to be understood and accepted by people. All kinds of cultural products more or less use cartoon image design elements, is an indispensable part of people's lives, rather than a kind of image, cartoon is a kind of emotional sustenance, can give people happy feelings, not limited to "children" or "childhood". When consumers choose food, they can pick up the package to watch the small story in the illustration. Each cartoon image design will have an intriguing story, so that food packaging to a certain extent become the carrier of consumer subjective emotion projection, increasing a sense of intimacy for the brand.

2.3.1. Endow commodity with cultural connotation

In today's society, people pay more attention to cultural consumption. Consumers' demand for food packaging has gradually changed from material demand to spiritual demand, from material satisfaction to spiritual pleasure, and from tangible demand to intangible demand. As a common necessity in people's life, food packaging is the carrier of direct communication between commodities and consumers, so it is necessary to follow the trend of The Times from the perspective of consumption understanding to give food products cultural connotation, composed of food packaging full of literary flavor.

There are many kinds of food resources in our country. Consumers choose food according to their own needs, and each food has a different consumption population. The unique attributes of food determine the different forms of food packaging, and the different forms of illustration make food packaging unique. According to the different styles of illustration, the expression form can achieve the effect of showing the cultural connotation of products to consumers.

2.3.2. Increase the sensibility of food packaging

Increasing the sensibility of food packaging is a narrative method that requires high requirements on product design ability. It requires designers to capture the characteristics of the theme and food and depict the most representative moments in the story. Each brand has its own story, and the ultimate purpose of telling stories with narrative illustrations is to achieve a deeper emotional resonance between food packaging and consumers. It is precisely because of its ability to convey core brand values to people that many enterprises choose to build legendary brands that consumers love by increasing the sensibility of packaging. And illustration is a very good way to achieve this effect.

Food packaging illustration to describe the theme of the story, through the main action, story plot to hint at the development of the event, the brand concept, brand culture,

designer thoughts into the same illustration, so that the expression of the illustration function to maximize, promote the content of illustration in the mind of consumers to think quickly and impress people. Food packaging designers find food positioning according to the characteristics of food and the theme of the story, and then position the illustration style according to the aesthetic tendency of the public, extract the creative image in real life, and convert it into visual elements that people enjoy, so that people can further supplement the imagination of the story after contact with the illustration.

2.3.3. Series of illustrations to create product brand personalization

The main point of the series of illustrations is that the illustrations should be consistent with each other like the different chapters in the story, giving people the feeling of a smooth story. The description content of each group of illustrations is the time node of the story, conforming to the emotional curve of people reading the story, one point to the next. Through the change of time nodes and the metaphorical connection between multiple illustrations, the advance of the story plot is predicted and consumers are guided to find the continuity between the story contents. A number of narrative illustrations will be used to present the complete plot of the story to achieve the purpose of spreading the story to strengthen the brand image and make the publicity more powerful. Illustrator Brett Ryder created illustrations for the four seasons drinking water series of Changbai Mountain in Nongfu Spring, showing the four seasons of Changbai Mountain in the form of multiple narrative illustrations. The fairytale illustrations of butterflies flying with frogs in spring, deer drinking water in summer, bears waiting for fish under trees in autumn, and lynx skating in boots in winter make the whole design full of fun, as if the natural world of Baekdu Mountain in children's imagination. Designers do not forget to use traditional Chinese totems when creating illustrations. The story content to be expressed is graphic and visual, and the illustration on the packaging instantly improves the public's cognition of the brand. Multiple illustrations can also give consumers the pleasure of collecting a complete set of packaging, making Nongfu Spring particularly attractive among the many drinking water.

3. Analysis of illustration elements in Nongfu Spring packaging

3.1. Consumer demand positioning

After determining the target consumer group, the food brand should create the story content of narrative illustration according to the different needs of consumers and story positioning. Based on consumers' demands for sensory pleasure, food packaging should meet the functional characteristics of food, and the expression form of illustration should meet consumers' demands for sensory entertainment. Based on the emotional needs of consumers, food packaging illustration should meet the aesthetic characteristics of food and reflect the natural and artistic beauty of food through illustrated stories to meet the needs of consumers.

Seen from the crowd, Nongfu Spring chose to cut from the students in the early stage. This is also the non-mainstream. Nongfu Spring is positioned as "natural water", so it launched the promotion of pure water: first of all, its products are natural water, rich in various nutrients needed by human body; Secondly, it is listed at a higher price, supporting the natural water rich in nutrients and better water quality view; In terms

of target groups and channels, Nongfu Spring has strengthened the promotion of primary and secondary school students, because growing children "are more indispensable to the lack of essential nutrients". In its ads, Nongfu Spring pointedly compares natural and purified water in terms of nutrients; Its public relations activities, more support and sponsorship of "nutrition is easy to lose, special need to supplement" sports athletes; In particular, Nongfu Spring in April 2000 planned to "stop production of pure water, advocate natural water" news and public relations events, clearly show their positioning, "natural water" became famous... It can be said that this multi-directional integration of marketing communication and advertising operation is a very complete case of targeted advertising in China.

3.2. Nongfu Spring "Student Water" series packaging illustration design

"Student Water" series of Nongfu Spring combines the expression form of illustration with packaging and adopts narrative illustration. Narrative illustration refers to the expression technique of depicting a certain scene based on a narrative text with a story. Nongfu Spring's "Student Water" series packaging captures the curiosity and imaginative psychology of consumer groups, uses dreamy fairy tales to depict a series of storylines for illustrative packaging, describes the four seasons scenes of Dew Park in Changbai Mountain with vivid anthropomorphic images of animals, and describes the scenes through stories. Focus on depicting the color of mountains, mountains, water and the ecological atmosphere of animals and plants, turn a simple commodity into a pictorial sense, and let consumers have a beautiful imagination. For example, frogs are flying in the grass in spring, deer are full of flowers in the summer, the lovely mother bear is looking at grass carp covered with trees in autumn, and the aerial nature of the dry forest in winter makes each painting reflect the characteristics of each season on Changbai Mountain. The anthropomorphic expression gives the picture a strong sense of vivid life.

They are the work of Brett Ryder, a famous British illustrator who has always been fascinated by the medical journals of the past, dusty advertising boards and the Haines BSA650 handbook. The exquisite, delicate illustrations and the whimsy contained in them have had a profound influence on his creation. Brett Ryder's work is full of his very personal flavors, colors and many fine little details. The animals are dressed in gowns, scarves and hats, and the idyllic scenes are inspiring. Horse Studio, commissioned by the Farmer, came up with the idea of designing the packaging with elements based on the local landscape and wildlife. To this end, Ryder used spring, summer, autumn and winter as scenes, creating corresponding animal figures for each season. The animals and plants in the illustrations are all from the local Northeast. Anthropomorphic animal spirits often appear in his works. These beautiful and lovely spirits connect his dreams and reality.

His series of illustrations show the four seasons of Changbai Mountain, the source of mineral water: spring in Changbai Mountain, ice and snow melt, and all things come to life. Mr. Frog and Mr. Butterfly dress up and go to the spring party. In the summer of Changbai Mountain, flowers and trees are in full bloom and full of interest. The monkey's favorite melody is the summer carnival played on the phonograph; Changbai Mountain in autumn, the forest dyed, fruitful. The bear waits under the tree. When will the fish be

ripe? Changbai Mountain in winter, snow dance ice, snow wrapped. It's the lynx's favorite season, and the whole forest is his skating rink.

Full of children's fun design, using the current popular hand-painted illustration style, coupled with sports bottle cap design, every detail is catering to the aesthetic preferences of the young people. Many water brands do not know which to buy, will be attracted by this design, after drinking water can also tear off the packaging as a tent element. It is more appropriate to use his design to show the natural environment of the water source in a way that young people like to accept, and to arouse their awareness of protecting nature and water resources.

It is these strange and wonderful paintings that make customers willing to pay for him. When they see these paintings, they feel that what they drink is art and what they drink is feelings. No longer just a mountain spring, with such packaging company, we prefer to enjoy these things, more willing to feel these beautiful lives. The Four Seasons series student Water of Nongfu Spring cannot help but let countless literary and artistic young people into the four seasons dream journey, and let more groups feel the packaging to awaken people's deep desire for beauty.

3.3. Nongfu Spring "tea π " series packaging illustration design

Nongfu Spring "tea π " series packaging illustration design uses the modern youth more like graffiti and comics in the form, graffiti illustration this form of artistic expression is the advantage of: it tightly grasps the eyes of young people, it is spontaneous characteristics and random line sense, not regular random arrangement, with modern painting abstract, romantic, raw painting skills precisely this is its artistic charm.

It can be said that the new packaging design of tea π has become a higher degree of completion, illustration shoulders the task of explaining the product history, function, at the same time to ensure the visual beauty, so the illustration has a whole concept, constitute a whole series of stories, give packaging more connotation. The color and detail processing of the illustration itself are very delicate, which improves the overall sense of quality.

Look at it this way, although the positioning of tea π is still young groups, but the consumer psychology of the target audience has changed, tea π was listed in 3 years ago, when the bottled beverage rarely illustrated packaging, so in the design is biased to "bold, bright", in line with the rebellious young people, personality but in recent years, there are more and more similar style of design on the market, Young consumers have also changed their minds from pursuing individuality to paying more attention to the sense of quality. Exquisite and detailed design, more into their hearts, so the new illustration of tea π changed the style, seeking differentiation will be bright contrast color to large white as the background color, is also a kind of "less is more" quality sense.

3.4. Illustration design of Oriental leaf New product "Osmanthus Oolong"

To say that Nongfu Spring's previous illustration packaging is to create a young brand image. The use of illustration in young consumer groups to break the inherent corporate image, then Oriental leaves launched the new product osmanthus oolong illustration design is a combination of traditional culture and modern illustration bold innovation. This new

product is launched in November this year, which is just the blooming season of osmanthus. About the packaging this time, as you can see, a cute rabbit under the osmanthus branch, what is she looking back at? "Osmanthus in the moon", legend, osmanthus is from the moon. The jade rabbit and osmanthus flower on the bottle are the images of the Mid-Autumn Festival that Chinese people can understand at a glance. The story of Wu Gang cutting laurel and Jade rabbit smashing medicine embodies the romantic imagination of the moon in Chinese culture. Tea elegant and pure, osmanthus fragrance, a smell, a drink, do not look at the list of ingredients only through this exquisite elegant illustration packaging can be sure, this is not so artificial fragrance.

Nongfu Spring also presents this fairy tale world on the packaging of the new bottle, so that people can feel the changes of the four seasons while touching the product. Through exquisite advertising and packaging design, Nongfu Spring shows the mellow heritage of Oriental leaf tea to consumers, interprets "What kind of water source breeds what kind of life" with the beauty of nature, highlights the "nature" of Nongfu Spring, and lets consumers deeply know the source and quality of the products they buy. Make people believe that good water can nourish life.

4. Summary

Each food has its own characteristics that are different from other food. The designer first analyzes the characteristics of food and consumer needs, then combines the brand culture and background to determine the positioning of the brand story in the food market, and finally determines the packaging structure and illustration of food according to the brand positioning. It can enhance the visual expression of food information and facilitate consumers to choose their favorite food through illustrations. Packaging designers should determine the distinctive positioning of food brands and homogeneous commodities according to consumer needs, and carry out narrative illustration creation for a certain characteristic of food. In the creation process, we should fully consider how to make the picture have the best visual effects, so that when consumers see the packaging illustration, they will have enough interest in the story.

The classification of food packaging is based on food characteristics. According to the safety and commercial characteristics of food, the packaging is required to conform to the characteristics of food hygiene and quality. Food also has the characteristics of commodity, technology, food packaging illustration should reflect the sensory quality of food packaging. Packaging designers should pay attention to the differences between food, provide different food packaging for the market, the characteristics of food as a different highlight of the story positioning, in order to meet consumer demand in the form of dissemination, packaging illustration needs to fully show people the innovation of the food brand, arouse people's curiosity about the content of food, and promote people to buy behavior.

The use of illustration packaging has brought a sharp increase in sales of Nongfu Spring, and the design interest is more unique and novel. Innovation is the driving force in modern beverage packaging design. Illustrations can use existing cultural symbols to create new artistic images with the help of ideographic functions. The illustration form of beverage packaging is on the basis of the symbol of the packaging itself, combined with the brand culture and visual elements of the packaging culture transmission process, but

also the process of innovation, so that the product through the packaging through illustration is more popular with consumers, to convey the cultural connotation of the consumer enterprise.

References

- [1] The Embodiment of ancient Style Illustration Art in Food Packaging Design [J]. Peng Lang. China Grease. 2021(09).
- [2] Analysis on Emotional Advertising, Packaging and Brand Image Strategy of Nongfu Spring [J]. Xie Nijia. Business News. 2021(19).
- [3] Study on Illustration Style and Brand Design in Food Packaging Design [J]. Zhang Xiaolin. Food & Machinery, 2021(09).
- [4] Trio of Emotional Brand [J]. Xue Binyong. China Brand. 2014(04).
- [5] Application and Exploration of Illustration Art in Packaging Design [J]. Tang Yu, LI Xia, ZHANG Huajun. Green Packaging, 2021(09):90-93.
- [6] Study on Visual Design and packaging illustration of non-legacy Brand from Modern aesthetic perspective [J]. Chen Haowei, Wu Yuqing. Hunan Packaging, 2021,36(01).
- [7] Study on the Fun and Malleability of Illustration in Packaging Design [J]. Song Lili, Huang Kai. Journal of Suihua University, 201,41(02):119-120.
- [8] Wang Yin, Li Guangan. Research on Brand image design Upgrade of Nongfu Spring [J]. Art Education Research, 2021(01):68-69.
- [9] Meng J. Discussion on the emotional design Trend of food Packaging from the evolution of Nongfu Spring Brand Design [J]. Food and machinery, 2019, 35 (7): 152-156. The DOI: 10.13652 / j.i SSN. 1003-5788.2019.07.029.
- [10] Wang lei. Introduction to the importance of hand-drawn illustration in packaging design [J]. Journal of green packaging, 2018 (02): 53-55, DOI: 10.19362 / j.carol carroll nki cn10-1400 / TB. 2018.02.003.