

The Application of Hand -painted Illustration in Modern Product Packaging Design

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Abstract

With the development of the times, the application of hand -painted illustrations in modern packaging design is becoming more and more widely used, making the packaging of goods more and more artistic. In this article, by analyzing the role of hand -painted illustrations in modern product packaging design, and combining its artistic characteristics, the application value of hand -painted illustrations in modern product packaging design, so that products can better attract consumers' attention.

Keywords

hand -painted illustration; modern products; packaging design.

1. Introduction

The application of hand -painted illustrations in product packaging design can show another unique artistic language. Through the excavation of its use of value in modern product packaging design, it can make the superiority of the hand -painted illustration art fully expressed in the process of use. And make the visual image of the packaging design more diverse and emotional. Finally, the OBE concept encourages students' independent learning and critical thinking, which is consistent with the emphasis on cultivating students' independent thinking and innovation abilities in liberal arts education reform. By stimulating students' interest in learning and cultivating their ability to actively explore, liberal arts education can better meet the needs of modern society for talents with innovative and critical thinking.

In summary, the OBE concept is closely related to the reform of liberal arts education in colleges and universities, and they are jointly committed to cultivating graduates with more practical abilities and social responsibility. By clarifying learning goals, establishing a comprehensive evaluation system, promoting interdisciplinary integration, focusing on practical applications and social impact, and cultivating independent learning and critical thinking, the OBE concept provides useful guidance and inspiration for liberal arts education in colleges and universities, making it better adapt to the needs of the development of the times.

2. The role of hand -drawn illustration in modern product packaging design

Today, the development prospects of hand -drawn illustrations are very promising. In the current Chinese illustration market, the performance of hand -painted illustrations in terms of personality and originality is also getting better and better. This is mainly due to the application of computer software in hand -drawn illustrations, which has greatly enriched and improved the effect of art and expression. At the same time, as one in the form of artistic expression, hand -painted illustrations also need to express the artistic thoughts it contains. Therefore, it can express its unique artistic style and personal emotions, and to integrate the excellent

connotation of traditional culture into it. This enables its application in modern product packaging design, which can achieve effective balance between products, design, and business, enable the artistry of modern product packaging design to be displayed, and improve the desire to buy.

3. The application of hand -painted illustrations in modern product packaging design

3.1. Highlight artistic value

With the expression of traditional painting art and related forms in modern hand -drawn illustrations, making modern hand -drawn illustrations present more free and artistic to present its own artistic style in the process of continuous development. And in the process of development, the freedom of expression techniques enables it to establish the advantages and status of rapid recording inspiration. After applying it to the packaging design of modern products, it has the traditional packaging design that is inexplicable and free. At the same time, based on hand -drawn freedom, the designer can fully reflect the emotional motion of their design by understanding the product. As a result, hand -drawn performance of arbitrary, freedom, simplicity, and natural hand -drawn makes the product packaging more artistic [1]. For example, the packaging of the "wine ghost" wine adopts the hand -drawn packaging design of traditional ink style. Not only can the design characteristics of the product be reflected, but also through the traditional Chinese cultural connotation contained in the packaging design, all the humanistic spirit of the product can be expressed.

3.2. Emphasize humanistic emotions

Whether it is product packaging design or artistic creation, emotion is the fundamental source of creation. To use the packaging design to attract consumers' attention, it is necessary to allow consumers to be attracted by the emotions it contains after seeing the packaging of the goods and cause psychological resonance. After the product packaging design of hand -painted illustrations, it can create an artistic image that is different from traditional forms through the use of simple and natural use and the use of texture. At the same time, based on the designer's understanding of the product, it can determine the cultural and psychological characteristics of consumers according to the consumer background, group and living habits targeting the products. As a result, the designer is very targeted, allowing designers to inject personal emotions, so that hand -painted illustration packaging can communicate with consumers with spiritual communication. Compared with the packaging and expressions of simply application computer drawing software, it can attract consumers and allow consumers to enjoy the dual enjoyment of visual and emotional during the purchase process.

3.3. Create a personality brand

The application of hand -painted illustrations in modern product packaging can make the product perfectly personalized expression, which is based on the unspeakableness it has. In the process of actual use, the creation of visual effects, the embodiment of artistic effects, and the originality of the irreplaceableness that it can pass make the product packaging more artistic charm and cultural value, and set a unique image for the brand. And because of the freedom and randomness of hand -painted, it can sublimate simple product packaging to the field of art design. At the same time, hand -painted illustrations are rich in expression, so that they can use different expression forms to form different artistic visual effects. While bringing inner

memories and imagination to consumers, they combine the design form of the product to show their unique artistic charm. For example, in some children's appliances, hand -painted illustrations are usually used for external packaging. By personalized interpretation of various animals, it reflects the brand's personality of the product, and uses simple lines to express the innocent and simple product personality of children's products.

3.4. Realize the combination of art and business

Today, various industries have gradually shown the form of commercialization, which makes hand -painted illustration arts inevitably form a relationship with business in order to achieve their own better development. Through the integration of art with art, its own value can be reflected. At the same time, the artistic value of hand -painted illustrations is that it is free, the picture is simple and natural, and conveys the artistic traits of arbitrarily. And the clever combination of hand -painted illustrations and modern products is a typical case of integration of business and art. The use of hand -painted illustrations used in packaging design can make products gain added value in culture, art, and spirit in terms of original value. In the process of integrating hand -painted illustrations, it can also develop well. This enables the combination of art and business to make the two form a formal unity, and fully show their advantages to maximize interests.

4. Conclusion

In summary, the application of hand -painted illustrations in modern product packaging can achieve effective balance between products, design, and business, and enhance consumers' desire to buy. The application of hand -painted illustrations in modern product packaging can play a role in highlighting artistic value, emphasizing humanistic emotions, creating individual brands, and realizing the combination of art and business. Make the visual image of the packaging design more diverse and humanistic.

References

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