

Research on the Design and Application of Narrative Illustration on Food Packaging

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Abstract. Packaging design plays an important role in the promotion process of commodities, and commercial illustration is a form of expression using commercial purpose. With the development of personalized packaging design, the advantages of illustration such as adaptability and diversity are fully displayed in packaging design, and are increasingly widely used. Improve the artistic and practical value of food packaging. However, with the rapid development of society, people's pace of life continues to accelerate, people are increasingly strong psychological demands. Economic conditions are becoming more and more superior, art education, aesthetic training, as well as the impact of the Internet aesthetic vision, the requirements of food packaging is also increasingly high, narrative illustration picture effect is rich, the expression of the story of the content of the story, the story can be very good to convey the characteristics of the food as well as the brand culture, and at the same time, to meet the pursuit of people's personalized packaging, narrative illustration is also the medium of emotional communication between the commodity and the consumer is the key of brand The key to cultural interpretation, the interactive experience between consumers and food brands. In this paper, we try to analyze the demand of consumers for narrative illustration in food packaging, and discuss the expression of narrative illustration art on food packaging, aiming at realizing the full conveyance of product information, and at the same time, making the whole commodity rich in unique creativity and ideological connotation.

Keywords: Food Packaging; Narrative Illustration; Consumer Demand; Visual Elements.

1. Introduction

1.1. Research Background

This study takes the visual performance of narrative illustration in brand packaging design as the research object, and analyzes the advantages, problems and unlimited development possibilities of the visual performance of narrative illustration in food packaging design from the perspectives of design elements, expression forms, design methods and consumer demand for food packaging in the social context. The study focuses on the fact that narrative illustration design in food packaging can help food companies shape food brands and motivate consumers to buy food, and explores the significance and value of combining food packaging with narrative illustration.

1.1.1. Research Purpose

In the competition of similar products, packaging is one of the most important brand image shaping means to directly contact consumers, and the packaging image shaping methods are often diversified to meet the needs of consumers. Illustration, as an art form that is easy to obtain consumers' emotional identity, is created and expressed according to the emotional needs of modern people, and the use of different styles of illustration on food packaging has become popular. Illustrating the unique attributes and history of food brands in one or more illustration forms strengthens the visual effect of food packaging, increases consumers' interest in food and brands, promotes emotional communication between food packaging and consumers, and thus improves the brand competitiveness of food companies.

1.1.2. Research Significance

Narrative illustration is one of the important means to increase consumers' interest in packaging, which meets the emotional needs of contemporary people for sensory pleasure, self-emotional realization, and interaction with brands, and arouses people's desire to buy. This topic starts from the



characteristics of food packaging and narrative illustration, the role of illustration in food packaging and consumer demand, and researches the design elements, expression forms and design methods of narrative illustration in food packaging, so as to provide theoretical references and bases for the creation of narrative illustration and the enrichment of the design forms of food packaging. There are successful cases of narrative illustration being integrated into food packaging in the food market, but relatively few studies have been conducted on it. This topic through the theoretical analysis of the integration of narrative illustration and food packaging, from a variety of perspectives to dig deeper into the possibility of combining the two through the brand story, to create more high-quality food packaging illustration for consumers, to stimulate people's curiosity about the food packaging, through the analysis of the relevant theoretical knowledge to deepen people's understanding of narrative illustration, to promote people to buy food and pay more attention to the story behind the brand. The story behind the brand is more concerned.

1.1.3. Current Status of Related Research at Home and Abroad

Papers and monographs about narrative illustration at home and abroad mainly focus on narrative theory, storytelling and brand image shaping, and the topic is summarized from the aspects about food packaging, narrative theory, illustration storytelling and so on, in order to obtain the theoretical research and practical cases related to the design of narrative illustration in food packaging.

In recent years, domestic narrative theory has been gradually applied to design in various forms. In a large number of literature surveys and statistics, it is found that the domestic food packaging design industry has made some achievements, but there are not many research materials on narrative illustration in food packaging, and only a small number of papers on narrative illustration have been collected. Only a few papers on narrative illustration have been collected. The papers only analyze narrative illustration roughly, and there are relatively few theoretical researches on the collation of food packaging and narrative illustration design and related practical information, which shows that it is of great significance to summarize the theoretical knowledge related to narrative illustration and food packaging with practical cases.

1.1.4. Status of Relevant Foreign Research

The theory of foreign research on narrative design of food packaging is relatively more mature than domestic, and its history of development in foreign countries is relatively early, and its development in the commercial field is the real development period of narrative illustration. With the prosperity of the commodity economy, business competition continues to intensify, narrative illustration makes the form of publicity of various food enterprises become more rich and diverse, and become one of the commodity marketing tools .

1.2. Research Content and Method

This topic analyzes the application of narrative illustration in food packaging, takes consumers as the center, deeply understands the emotional needs of consumers, and provides a theoretical basis for the design of narrative illustration in food packaging. By collecting a large number of thesis-related materials and references, the specific research content is determined. Think and study the problem from multiple perspectives, use scientific research methods to make the research content more comprehensive and thorough, and finally form a more complete content system.

2. Chapter 2, Food Packaging and Narrative Illustration Related Overview

In today's era, images appear to be more accessible to people, the narrative began to change from purely textual communication to visual communication, food through the visual narrative on the packaging illustration to effectively disseminate commodity information. In recent years, illustration design style diversification, so that the design form of food packaging has more performance possibilities, designers in order to adapt to people's emotional needs, with storytelling illustration in food packaging for visual performance has become an important way of food packaging design".

2.1. The Concept and Development of Narrative Illustration

People usually refer to a series of reproduction behaviors with causal and temporal relationships as narrative. As a phenomenon prevalent in society, it can be fictional, historical or fantasy. Narrative, as an important mode of expression in literature, is based on explaining the plot and presenting the events. Narrative is the recounting of one or more events, real or fictional, and the narrator of the story determines the content of the telling, the presentation, and the way it interacts with the audience, involving the story, the teller, and the listener.

Nowadays, all visual symbols with illustrated articles and decorative texts can be called "illustrations", and the creation and expression of illustrations can be abstract or figurative. Narrative illustration, as a synthesis of "picture" and "literature", shows that the combination of the two exceeds the meaning independently expressed by pure image or pure text, and is a more powerful narrative work.

The similarity between narrative and narrative illustration lies in the fact that the storyteller is equivalent to the designer of the illustration, and both of them need to determine in advance the content of the narration, the way, and predict the interaction process between the narration process and the audience; the audience of the story and the viewer of the illustration act as the receivers of the information, and read the story to be conveyed by the expressive in different ways; the story and illustration act as the means of communication, and both of them belong to the carrier of the information. Storytellers convey to people through stories .

Narrative illustration conveys information to people through storytelling and communicates with the spirit of the information receiver, which not only expands our vision, but also gives us unlimited space for imagination. Nowadays, illustration continues to cross disciplinary boundaries and is widely used, presenting consumers with richer visual effects, more flexibility, expressiveness and emotionality. The rich content makes consumers integrate themselves into the real plot and remember a certain story behind the flavor, further improving the artistic charm of the food brand and leaving a deep impression on people, thus making the food easier to sell.

2.2. Characteristics of Narrative Illustration

With the gradual increase in the research scope of illustration design, the cross-complementarity between multiple disciplines, the integration of narrative theory and illustration design, narrative illustration design has emerged, but not all illustrations have the ability to narrate, and part of the illustration is just a simple depiction of the appearance of food. Traditional illustration is gradually being replaced by the viscosity of image language, the aesthetic function of illustration is also gradually changing, and the traditional form of painting, is being challenged by the modernist art creation method.

First, the independence of the picture is characterized. Narrative illustration has independent characteristics compared with traditional illustration, and the designer conveys his own viewpoint and position to consumers, and his subjective consciousness will influence people's thinking about the content of the illustration. By fully understanding the content of the text and grasping the text as a whole, the designer gets rid of the traditional text's constraints on the illustration, and utilizes certain painting techniques to selectively represent the representative segments and scenes in the story, so that the narrative illustration has independence and the text becomes a reference.

Secondly, the visualization characteristics of story content. Narrative illustration as a medium of story recording, using text with images and other visual elements to make the story more holistic, with content visualization characteristics. Nowadays, illustration no longer plays a simple auxiliary role to text, but as one of the carriers of image narrative, it has a broader scope of application.

2.3. The Role of Narrative Illustration in Food Packaging

The large amount of information in life causes consumers to be dazzled, and it is not easy to select the desired goods. Narrative illustration because of its picture with story content visualization

characteristics, the application of food packaging, on the one hand, can convey the brand story to consumers to play a promotional role for the brand to strengthen brand competitiveness. On the other hand, the enhancement of people's economic ability leads to the enhancement of the desire to buy, giving food packaging cultural connotation, emotional and personalized, shaping the food brand, enhance the image of the brand in the minds of consumers. Food packaging can minimize the damage of the outside world on the food, but also to increase the added value of the goods, causing consumers to the food of the beautiful association and trust in the brand. For the food itself, packaging is an important part of the essential, and sometimes even in the sale of packaging!

First, give food packaging cultural connotation

Today's society people pay more attention to cultural consumption, consumer demand for food packaging gradually from material needs to spiritual needs, from material satisfaction to spiritual pleasure, from tangible needs to intangible needs change. Food as a common necessity in people's lives, its packaging is the carrier of direct communication between goods and consumers, designers need to follow the trend of the times, from the point of view of consumer understanding of food commodities given the cultural connotation of food packaging full of literary flavor. Narrative illustration can shape the cultural image of enterprises, disseminate traditional culture, and the production process to show the good quality.

Cultural connotation is an important weight of brand competition, the internal power of enduring, and the sharp weapon to impress consumers. Narrative illustration in the application of food packaging, so that the limited content and infinite context link, increase the cultural connotation of food packaging, in line with the pursuit of modern young people for the inner beauty, help the brand to establish its own unique style, play an important role in the future of food brand marketing.

Second, increase the emotional food packaging

People as emotional animals, with patterns, emotional thinking, in the brand into the feelings in order to achieve the purpose of food packaging and consumer soul resonance. Steve Lawler said that illustration can go beyond the language boundaries, causing consumers to perceive resonance, the human intuitive thinking into the narrative illustration, which is conducive to consumer understanding of the content of the picture, so that consumers of the content of the illustration from the perceptual understanding of the rise of rational understanding. Food packaging through narrative illustration to give consumers a deep impression, so that the goods are more likely to be recognized by consumers, enhance the consumer's sense of pleasure to buy, and provide an effective way for enterprises to shape the brand image.

Third, to create a personalized food brand

The brand can help consumers quickly identify the differences between companies, the more similar the brand is the more important to distinguish each other through a unique position, the shaping of the brand concept, the brand personality and the relationship between the brand and the consumer, for food marketing is crucial. Diversified era of multiple backgrounds, the audience group needs continue to refine, determining more personalized consumer demands, people need to rely on food packaging to distinguish food. The market is full of the same kind of food, reflecting the importance of food packaging personalization.

3. Chapter 3 Analysis of Narrative Illustration Design Elements in Food Packaging

Narrative illustration, compared with obscure and difficult to understand text, is more able to play out its innate advantage of being easy to understand. Narrative illustration design elements in food packaging is analyzed, the purpose is to comply with the emotional needs of consumers and participate in brand interaction needs, food information, brand culture, etc. expressed in an intuitive or metaphorical way, to promote the story of the content of the rapid fermentation of the people's brain, so that the food packaging is more attractive to the consumer's attention.

3.1. Consumer Demand Positioning

In order to adapt to the development of society, consumer demand has become more and more important in the sale of goods, and the motto of manufacturers in the past "consumer attention" has now changed to "attention to the consumer". Consumers used to be easily attracted by symbols, names, packaging, etc., and then through different brand images and their own use of the feeling of association, and now consumers have the need to participate in brand interaction. It can be said that packaging is a "silent salesman", the brand through the packaging illustration to consumers to show the story and interact with them, is a means to meet the needs of consumers, to create food packaging to meet the needs of consumers is a great change.

First of all, the consumer's emotional needs elements, Maslow's theory of consumer demand is divided into physiological needs, safety needs, social needs, respect needs and self-fulfillment needs of five categories, including social needs, which is also known as people's emotional belonging to the needs of people who want to belong to a group of feelings, emotional needs than physiological needs are more detailed, designers focus on should be considered the consumer's needs, in the Designers should focus on the needs of consumers, in order to meet such needs under the premise of artistic creation is the fundamental purpose of design. According to the different consumption psychology of the consumers, to realize the satisfaction of the special needs of human beings. Today, people are faced with high-speed life rhythm and strong social competition pressure, and pay more attention to the sensual demand of spiritual pursuit for food. People buy delightful food packaging, or in the process of purchasing food packaging through the realization of self-emotional, emotional exchanges in the comfort of the soul, effectively alleviate the spirit of depression. Food packaging can only attract consumers' attention by jumping out of the box, and to a certain extent, influence consumers' judgment on food quality. Narrative illustration design is to illustrate the narrative as a way of expression, through the packaging information and people to produce communication, so that consumers get the psychological reaction and experience of the design form, its creative visual language, so that people's viewing process becomes rich in detail, interesting, and enhance the emotional interaction between the food packaging and people's experience.

Second is the consumer's participation in the brand demand elements

Modern consumers not only have the physiological demand for commodities, psychological needs, more is the interaction with goods and cultural life needs, modern consumers have gradually tend to focus on brand participation. The way of brand participation is evolving, consumers can not only identify the brand through the brand name, logo, color and other elements, but also through the brand story, packaging structure, packaging illustrations to achieve brand recognition. Designers need to consider how to cater to the interactive needs of consumers to participate in the brand, strengthen the sense of brand participation, and consolidate people's understanding of the brand image.

Illustration is widely used in packaging design especially in food packaging design, to a certain extent, for food packaging to bring more colorful visual effects. Narrative illustration has the advantages of expressing the core viewpoint of the brand, highlighting the uniqueness of the brand, and making the package more storytelling and attractive. It can fully convey food information, show the cultural story and connotation of food, and improve brand recognition. Moreover, narrative illustration injects emotion into food packaging through storytelling, which makes the packaging have the charm of personalization and meets the demand of consumers to participate in brand story interaction.

3.2. Story Structure Elements of Narrative Illustration

Designers realize the depiction of story development in illustration, and disseminate ideas and emotions to consumers to make the brand story more attractive. After consulting many articles and pictures, it is summarized that the principles of main narrative, time narrative, space narrative, storyline, etc. in the story are similar to the illustration design. Narrative elements in literature are integrated into illustration to achieve the purpose of storytelling with illustration. Narrative

illustration achieves the purpose of narrative through the above four depictions. These four story structure elements are indispensable and intertwined existences.

Narrative illustration and narrative composition also pay attention to the storyline through and smooth, the storyline is carefully arranged in order to highlight the theme of the story and the emotional significance of the event, which is the core content of the narrative illustration, the key factor to tell people the story. The designer adjusts the picture according to different food characteristics and brand stories to express the meaning and story behind the illustration, so that consumers can have a deeper understanding of the story. In the process of drawing, pay attention to the meaning of different colors, things, symbols in different cultures, and anticipate what kind of emotions will be triggered by the use of narrative illustration in food packaging, with these tightly intertwined nodes, in order to design a storyline that closely follows the content of the story, so that consumers can understand the storyline and think about it.

3.3. Visual Elements of Narrative Illustration

Food packaging directly brings consumers the first visual and psychological feelings, and its sense of taste will affect its sales, but part of the food itself, the color, shape is not easy to arouse people's appetite, through the performance of the visual elements of narrative illustration, so that the food becomes more attractive to consumers. Designers for the use of different visual elements, often can continue to influence consumers on the illustration and even the brand's feeling, according to the different stories of the food brand with different colors, graphics, composition, and vividly convey the story picture theme to the people, causing consumers to buy desire.

First, the color elements of the atmosphere

Color is a very subjective topic, it is in different countries and regions to bring people's emotional associations are different, any kind of color may bring unlimited associations. In our inherent concept, red will make people feel excited, and other colors with, will give people a sweet, flamboyant feeling. People's color preferences can vary greatly with their habits, living environment, country and region.

The final color selection of food packaging should consider a variety of factors, and color can make people produce a sense of taste. Designers need to perform food-related stories according to people's knowledge of color methods and laws, and apply people's different feelings about color combined with storylines to food packaging, so that consumers automatically classify the color of objects based on life experience. The use of color in narrative illustration should be based on the emotional tone of the story, familiar with and understand the character traits of color in order to control the color relationship of the picture. Designers can accurately grasp the color properties of the food itself, reasonably use color to reflect the story atmosphere in the illustration according to the overall feeling of the picture, and skillfully express the story emotion and design intention. Reasonable use of color in narrative illustration is essential, it can help the illustration to set the atmosphere of the picture, so that people can not help but read some kind of story meaning in the food packaging. The correct use of color in the story can be designed to express the visual information to the spiritual and emotional height, determining the artistic pattern of the illustration.

Second, the graphic elements of information reproduction

Color, graphics and other elements together constitute the overall effect of illustration design, the study of graphic elements can increase the readability of narrative illustration, people do not need to spend too much time to think, can understand the information conveyed by the graphics. Graphics as a borderless language has the characteristics of intuitive and easy to spread, each graphic has a certain meaning, the meaning of these graphics in the people's actualization of the body commitment and the oral life of the mouth through the consensus, there is a relatively clear meaning.

4. Chapter 4 Representation and Design Methods of Narrative Illustration in Food Packaging

In the modern sales environment, the famous DuPont's Law seven-second rule requires that excellent food packaging design needs to instantly attract consumers' eyes. As mentioned earlier, narrative illustration meets the emotional needs of contemporary people as well as the need for stories, but how to bring a sense of intimacy to people through narrative illustration, enhance communication between consumers and food, positively affect the development of the food packaging industry, and make food packaging achieve the best performance effect? Starting from the story behind the food and the brand, respectively, the presentation of narrative illustration, design methods to explore.

4.1. Narrative Illustration Design Forms of Expression

China's food resources are rich and varied, consumers select food according to their own needs, each food has a different consumer group. The unique properties of each food determines the different forms of expression of food packaging, different forms of illustration so that the food packaging has its own characteristics. According to the different styles of illustration, narrative illustration can be divided into realistic painting performance to highlight the sense of reality, cartoon image performance to increase the fun, and information illustration performance to explain the rationality.

First, realistic painting performance highlights the sense of reality

The word "realistic" originates from the realism in painting, which is a facsimile of the image of the objective existence of things summarized by people. As one of the means of artistic expression, realism has the ability to reproduce the real situation, and is characterized by conciseness and intuition. The realistic painting expression of narrative illustration meets the visual and psychological needs of consumers to a certain extent, together with the creative expression about the story theme in the illustration, which makes the information of the goods easier to be understood by people. Application in food packaging, presenting consumers with the real texture of food and the best perspective.

Second, the cartoon image performance to increase the fun

The visual appeal of the food packaging image is the key to commodity competition, food packaging through cartoon images of exaggerated expressions and interesting actions to people to convey information, do not have to worry about the age or language restrictions. It is the cartoon image involved in using the language of painting to tell stories to people. Cartoon image related products for human life to bring joy and imagination, is a combination of art and technology, its humor, fun features, so that corporate culture and designer concepts are more easily understood and accepted.

Third, the rationality of the interpretation of information graphics performance

Consumer groups of different ages, the ability to recognize and understand the text is very different, food packaging needs to use illustration to tell consumers about the text information, so that the packaging meets the needs of consumer groups on the information content and emotional story. Illustration in food packaging has the function of information transfer, can directly and forcefully let people look at the picture that can understand the characteristics and categories of food, to facilitate consumers to make a quick choice. The use of illustration can produce realistic and vivid picture effects, more directly show consumers the position and distribution of design elements in the picture, to meet the individual needs of consumers.

Designers use the information in a more comprehensible way to introduce people to the best way to consume food and the correct operation steps, which is used in food packaging to directly point out the key to the problem, and draw out the consumption methods of different foods in a visualized way, so as to make the complex packaging content easy to understand, and to help consumers to get a good dietary experience.

4.2. Design Method of Narrative Illustration

Each kind of food has its own characteristics that distinguish it from other food, the designer first analyzes and researches the characteristics of food and consumer demand, then combines the brand culture and background to determine the positioning of the brand story in the food market, and ultimately determines the packaging structure of the food and the way of displaying the illustration according to the brand positioning. It can enhance the visual presentation of food information and facilitate consumers to select their favorite food through illustrations. Successful brands are brands that can tell stories, using stories to package the brand's history, connotation, etc. to consumers, so that they can complete the digestion of the brand concept without realizing it. Narrative illustrations appear repeatedly in people's field of vision, which facilitates the brand story to be directly and effectively imprinted in consumers' brains, who are both the receivers and indirect transmitters of information, which facilitates the spread of the brand story among the crowd.

5. Conclusion

Narrative illustration, as an art form of textual figurative expression, plays an important role in visual communication design and is worth studying and researching. This project explores the design of narrative illustration in food packaging from the aspects of design elements, expression forms and design methods, and summarizes the relevant theoretical knowledge of narrative illustration in food packaging. Through the research, the results are as follows.

First, narrative illustration in food packaging consists of various design elements, which can continuously influence consumers' feelings towards the illustration and even the food brand. According to different brand stories, with different colors, graphics, composition; through the narrative story structure elements, to disseminate ideas and emotions to consumers, for the food market sales and corporate culture communication, to provide more realizable space, so that the brand story is more attractive.

Secondly, the design method of narrative illustration in food packaging is the logical relationship between layers. Through the analysis of food characteristics, determine the positioning of the story of the food, combined with the cultural connotation of the food brand and the story behind the food for deep excavation. According to the characteristics of the food itself, adjust the structure of the food packaging and the display form of the illustration, comply with the emotional needs of the target consumer groups and brand story needs, through the appropriate form of expression, design a food packaging that meets the cultural taste of the target consumer groups. Ensure that the food information in the form of orderly, story to meet consumer demand, thereby enhancing the purchasing power of the target group.

With the improvement of people's cognitive and aesthetic level, the demand for communication channels, ways and means, and emotional experience also increases. Narrative illustration is of great significance and value to use food packaging as a carrier to visually integrate food characteristic information and food cultural connotations through innovative forms of expression.

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