

On the Application of Hand-Painting Technique in Packaging Design

Xiaoran Yuan^{1*}

¹ College of Art, Northeast Electric Power University, Jilin, China

Email Address

2298215103@qq.com (Xiaoran Yuan)

*Correspondence: 2298215103@qq.com

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Abstract:

With the development of modern society, visual communication design is particularly important in people's daily life. It affects people's spiritual field and cultural field, and involves every link of each field. Hand-painting techniques are the most widely used and the most popular form of the creation. Designers use the hand-painting art form to create, presenting good vision and modeling to the viewer, showing a kind of intuitive and vivid natural visual language. The application of hand-painted techniques in packaging design not only changes the visual aesthetic appreciation of packaging design, but also changes the types of packaging design, which brings a new visual experience to consumers in the process of purchasing goods. This topic discusses the application of hand-painted techniques in packaging design, and explores the artistic expression of hand-drawn illustration techniques, so as to better make the artistic creation of hand-drawn illustration techniques.

Keywords:

Visual Communication, Hand-Painting Techniques, Package Design, Hand-Drawn Illustration

1. Introduction

Hand-painted techniques is a way of painting with unarmed, is a kind of record form of things in life, is people use traditional painting methods and materials to express their emotional painting form, is a kind of has a long history of natural ability and painting art, that is, people from the beginning do not need to learn the day after tomorrow can have the ability. Hand-painting techniques have a long history of development. According to historical records, they first appeared on buildings, later in murals, and then in today's poster design, hand-painting techniques have evolved with the development of human beings. The wide application of hand-painting techniques in the modern social art world has brought people rich visual experience and improved people's aesthetic level. Art and design is a new discipline [1], and hand-painted techniques with their own diversity and freedom of expression techniques to meet the designer's pursuit of personality, highlight self-emotional expression, but also to meet people's spiritual and cultural needs and aesthetic needs, hand-painted techniques thus add a unique charm to the modern design world.

1.1. Definition of hand-painting techniques

Hand-painting technique is a technical technique that people draw by themselves in various products. Design hand painting is usually the working language created by the designer himself, in the early creation of the part is called the sketch, mainly refers to the scientific research hand drawing used to conceive and design scheme; in the later creation of the part is called the effect drawing, mainly refers to the performance of the design results of the drawing.

Hand-painted technique is also a pure hand-painted form, which can be understood as a drawing method with an art form. When using hand-painting techniques to create works, designers mainly rely on their own imagination and subjective impression. In this respect, artistic hand-painting is still a waste of time.

1.2. The development of hand-painting techniques

Hand painting appeared in ancient China, in the early modern hand painting, ancient primitive people mainly hand-painted on stone, the earliest tool used is organic color or charcoal, and later people will draw on various buildings; later with the emergence and development of religious cause, to the fourteenth to the fifteenth century, the buildings and walls, these patterns have specific religious themes, but also to decorate the religious buildings. From the historical point of view, the vivid hand-painted patterns from the Neolithic pottery patterns to the Qing Dynasty, which provides us with valuable reference value for the development of hand-painted techniques. In a broad sense: the form of the design object and the decorative method of all the objects; from a narrow perspective, the pattern and pattern are a pattern or figure with decorative charm.

In the records of ancient history, it is not difficult to find that the patterns of ancient costumes reflect the characteristics of “etiquette” and “grade”, so the simplicity and complexity of the pattern processing at that time have certain limitations. From the Warring States Period to the Western Han Dynasty, people’s hand-painting techniques had a quite high level. In order to enrich the performance of clothing, painting, printing, weaving and embroidery techniques were often used for design and processing. The printed cloth unearthed from Mawangdui in Changsha in the Western Han Dynasty is the earliest printed color yarn in China. The combination of printing and tactics used constitutes the hand-painted clothing. The hand-painted technique has developed today because of its own unique design charm and free, personality, diverse artistic characteristics, and the hand-painted works in the design have once again set off a wave of fashion.

2. Artistic Analysis of Hand-Painting Techniques

The hand-painting technique is not limited to the reproduction of the design, but also should be a perfect and unique work on the drawing board after artistic conception and management space, which has artistic characteristics. In the creation of illustration, hand-painting enhances the appeal and emotional tension of the work, which can better touch people’s emotion and aesthetic appreciation. [2] Hand-painted techniques integrate the advantages of a variety of design forms and techniques, with the comprehensive design forms and techniques to express the design ideas of the design works, vividly show the design expression in the works, and at the same time add ornamental value and artistic beauty to the works.

2.1. The artistic characteristics of the hand-painted techniques

Hand-painted because of its operation is pure subjective control, does not have the machine production stylized mechanical, draw wrist strength, brush strokes, color depth will affect the final presentation, and painting, according to the audience preferences, applicable occasions, comprehensive grasp, create a unique pattern decoration. To sum up, the artistic characteristics of free and flexible hand painting.

In order to become an excellent designer, you must have a strong ability to hand painting, only with this ability, to highlight the fast, accurate, ruthless, and informal, flexible performance techniques. It can be seen that the designer's hand-painting confidence is presented through the expression of the lines in the picture. It is this kind of informal and flexible hand-painting techniques that create the designer can be unconstrained in the creation of works, so as to create the picture freely.

The inspiration of hand-painted art design needs emotional generation and imagination, and the characteristics of imagination are free and changeable. An excellent hand-painted work requires the designer to sketch the whole process in his mind, and associate with the work in the creation process. At the same time, he can draw the picture without any conditions, and get new feelings and unexpected effects in the work.

Hand-painted is a way of design thinking expression, a good hand-painted expression is the beginning of an excellent design. [3] Designers in the creation of works of art should highlight both personality and make public self, in a work, different ways of thinking will create different images, designers use flexible hand-painted techniques to combine different culture, emotion and artistic conception, so as to create different visual art effect. In the whole creation process, it can not only improve its own unique painting style, but also show the unique creative concept of the works.

Whether it is hand-drawn drawing or computer software drawing, we should pay attention to its composition method when drawing, that is, the overall picture in the design work must be standardized. With the diversified development of hand-painted illustration techniques style, hand-painted designers through hand-painted techniques in the picture to the audience a visual art, so it is to the designer's hand-painted illustration composition is more and more high, designers must master a variety of composition form, but this form of composition is not limited, designers can according to the personal skills to choose their own composition form.

2.2. Application techniques of hand-painting techniques

In the design of hand-drawn illustrations, designers sometimes encounter a variety of problems. A good hand drawing should not only show the principle of perspective relationship, but also show the principle of line relationship and the principle of composition law. First, we must master the relationship principle between perspective, and skillfully use the various drawing methods and techniques related to drawing can promote the designer's overall description of the picture; the most basic element of the drawing and the best expression of the different characteristics of line, curve and slash, the result of the most perfect composition, which can make the whole picture more beautiful, more coordinated, but also more highlight the theme of the picture. The reasonable combination and application among the three will make the whole picture present a relaxed and harmonious atmosphere.

3. Application of Hand-Painted Illustration Techniques in Packaging Design

Due to the improvement of today's social and economic level, people's consumption level, aesthetic level and quality of life are gradually improved, consumers when buying products to product packaging design, so enterprises in order to better develop their brand image, will hand-painted illustration techniques applied in packaging design, it also became the development trend of packaging design, hand-painted illustration techniques has a larger influence on packaging design.

For consumers, when you see the product packaging design picture using hand-painted illustration, will be strong interest in the packaging design, then hand-painted illustration design emotion will attract packaging design to consumers, can better to consumers to spread brand design emotion and culture, and designers in the packaging design application of the brush texture, color hand-painted techniques, consumers will understand the image of the product characteristics, will produce the purchase desire of the product, for hand-painted packaging design provides a broader living space.

3.1. The advantages of illustration form in packaging design

Communication of brand image, regional characteristics, design emotion and cultural heritage are the advantages of hand-painted illustrations in packaging design. If the packaging of the form of hand-drawn illustration wants to occupy an absolute advantage in the market, it must pay attention to the aesthetic function and practical function of the product, but also pay attention to the emotional expression of the series packaging design. The illustration becomes an important part of the food packaging design style with its beautiful image and good visual effect [4]. Only with the good application of hand-painted illustration design in the packaging, can the illustration design better spread the brand image to consumers, improve the fashion of packaging and increase the added value of products, so that consumers are interested in the packaging design, so as to improve the economic benefits of the brand.

"Innovative Application of Cultural Creativity in Regional Characteristic Food Packaging Design" mentioned: "In the regional characteristic food packaging design, we should effectively combine the cultural and creative ideas, and combine the regional characteristic culture with food packaging, so as to create a story, cultural and artistic characteristic food packaging." [5] In product packaging design, the first thing to consider the brand image of the product, some brands in the development has formed its own unique image, which makes the packaging design according to the brand image to design the overall color, picture layout and font style, this is not only the success of the brand promotion, is also the success of the brand internal culture. Only with the support of consumers can a successful brand can its brand image be improved.

The application of hand-drawn illustration techniques to food packaging design, and the unique hand-drawn language to spread the product culture, can not only meet the aesthetic needs of consumers, but also lead the trend of The Times. The level of human material civilization will make a greater breakthrough in the foreseeable future, and the spiritual and emotional needs will be very precious in the "forest" of steel and concrete.

3.2. The performance of hand-painted illustration techniques in packaging design

In the application of hand-drawn illustration techniques in packaging design, it is necessary to clearly understand the characteristics of the product, and to use unified elements to express the image, color and function of the product, so as to facilitate the transmission of the key information to be highlighted in the product to consumers.

The performance of hand-painted illustration techniques in packaging design: firstly, the expression of product information in packaging design, various hand-drawn illustration techniques are applied in excellent packaging design; secondly, the performance of visual effects in packaging design; hand-painted illustration techniques should meet the aesthetic needs of different consumers; finally, the expression of art form in packaging design, and the emphasis on the artistic image of packaging design. Through the expression of product information in packaging design, visual effect and the expression of art form, the design of the brand emotion and product features to the extreme, can let consumers quickly read commodity information, thus the basic characteristics of the product clear expression, consumers have a basic understanding of the product, will enhance the brand image and the added value of the goods.

3.3. Case embodiment of hand-painted illustration techniques in packaging design

As a kind of art, hand-drawn illustration can enable designers to express their own unique artistic style and personal feelings, and run through the packaging design picture together with the excellent traditional culture. In the packaging design of today's social development, the external image of commodities should be conveyed by packaging, and at the same time can reflect the value of commodities. Designers use hand-painted brush strokes, texture, color and other techniques to carry out packaging design, to convey the culture and emotion of the brand to consumers, so as to meet the consumer needs of consumers.



Figure 1. Chinese tea packaging.

Hand-painted illustration designers show the appearance and characteristics of the product packaging through the texture of the brush strokes, which can enhance the sense of design and art of the packaging. Watercolor as a form of hand-painted techniques, designers in painting by using different performance of color, brush texture of different texture, to show the permeability of watercolor to appreciate the visual experience, and described by the overall picture presents the art emotion, but also can express the designer's creation. As shown in Figure 1, a named soloist Chinese tea, the kind of Chinese tea packaging design adopts the watercolor techniques for picture creation. Through different morandi color collocation, applied in the series packaging design, the application of the watercolor techniques to give consumers a kind of comfortable artistic conception, simple picture presents a healing

feeling, let consumers in tea have a relaxed and happy feeling, appeared in the packaging and the natural quality of the product phase echo, meet the consumer demand for green natural pollution-free products.

4. The Significance of Hand-Painting Technique in the Application of Packaging Design

When applying hand-painted techniques in packaging design, hand-painted techniques is an important part of packaging design, regional fruit series packaging and food culture in propaganda shows the local regional characteristics, make the product image and regional culture, and fully displayed in the packaging picture, is the organic carrier between consumers and packaging design, but also promote the humanistic spirit and the important measures of packaging design culture.

4.1. Enhance the form of beauty

In the context of the new era, with the rapid development of social and economic level, people's consumption level and consumption ability are also improved accordingly. Consumers have also shifted from paying attention to practical function to aesthetic function, that is to say, to pay attention to the design sense of product packaging. Nowadays, the expression techniques and related forms of the traditional hand-drawn illustration art have been integrated into the modern hand-drawn illustration art, making the hand-drawn illustration art present its own design style more freely and artistically in the process of continuous development. At the same time, due to the freedom of hand-painted techniques itself, make hand-painted techniques applied in modern product packaging design, with the traditional packaging design incomparable freedom and casual, modern product packaging design can let the designer through understanding of product, make product culture fully reflected in the packaging design, with random, free, concise, natural, make product packaging design more artistic value, and the unique aesthetic value and artistic value.

4.2. Enhance humanistic emotion

Emotion is the source of all artistic creation. Only the works injected with emotion can better move the hearts of the audience, and can make the audience resonate with the works. Compared with the computer drawing, the hand-drawn illustrations have a free and smooth expression effect and moving emotional expression, and the texture and color of the brush strokes shown in the picture have a distinctive artistic effect. If pure use of computer drawing software for packaging design, can lead to the picture of single and formalization, in order to avoid the single and formal, the best way is to design into hand-drawn illustration techniques, hand-painted illustration technique freedom and randomness will bring visual enjoyment and emotional satisfaction. The application of hand-painted techniques in packaging design has successfully enhanced consumers' desire to buy, and also enhanced the humanistic emotion.

4.3. Realize the combination of art and business

In today's commercial background, in order to better survive and develop in the market, product packaging design must inevitably be connected with art. Due to the development of modern economy, illustration are ubiquitous in complex and diverse forms in our lives. Through the application of hand-painting techniques in packaging design, art and business have a perfect integration, the closer the connection between

art and business, the faster hand-painting techniques will develop and spread in social life, consumers will further enhance the recognition of products, so that the economic benefits of enterprises will be improved. Grasp the characteristics of art and commerce to unify, so as to achieve the maximization of interests.

5. Conclusions

Hand-painted illustration technique is not only a kind of painting art, is also a kind of art form, has a unique aesthetic value and artistic value, designers in the use of hand-painted techniques design packaging, the picture contains the designer's ideological feelings, design skills, so the final present picture effect can make resonate between consumers and products. In the packaging design of hand-painted illustration techniques, regional culture and humanistic feelings together to express, consumers have emotional experience when buying, so as to improve the popularity of the product, increase the sales of products, and can further enhance the image of the brand, to achieve the purpose of packaging design creation.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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