

# The Application of Interactivity in Modern Food Packaging Design

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**Abstract.** With the development of economy and the improvement of people's aesthetic level, the packaging design of food is becoming more and more novel and exquisite in the market competition, which is liked by different consumer groups. This paper first discusses the concept of interactivity, then analyzes the significance of interactivity in food packaging, focusing on the creative forms of interactivity in food packaging, hoping to enhance the interaction, interest and richness of products through a variety of modeling techniques, and ultimately enhance the influence and sales volume of products.

**Keywords:** Interactivity; Food; Package Design.

## 1. Introduction

With the continuous development of social economy, people's living standards are gradually improving, and consumers' requirements for product packaging design are increasing. At present, there are many kinds of food on the market, many packaging shapes, and the competition of children's food packaging design is becoming increasingly fierce. Therefore, it is quite necessary to improve the fun and interaction of children's food packaging.

## 2. Concept of Interactivity

Interaction in the Chinese dictionary, "mutual" means "alternating" and "mutual", showing a form of existence, while "move" means "change" and "change", showing a form of action. Taken together, the two words represent a process that changes with change. Interactivity can also refer to a kind of behavior between individuals and groups in society, which is a process of interdependent behavior generated by conveying certain information through speech, color, structure and other means.

The interaction in packaging design is to communicate between products and consumers through a certain design. The use of special ways to make goods and consumers "communication" so that consumers to achieve spiritual communication. The fundamental nature of interactivity is "the concrete process of transmitting information and producing behavior between groups".

## 3. The Significance of Interactivity in Packaging Design

"Interactive packaging design" is through a variety of text, pattern, color, structure and touch in the use of packaging, consumers in the entire consumption process, are guided to break through the concept and idea of traditional food packaging and produce a series of interesting and interesting use process. This design allows consumers to have a sense of design from the packaging of the product until it is discarded, and the entire link makes people feel sometimes warm, sometimes lovely, sometimes considerate, and sometimes noble extraordinary consumer feelings. Various materials, types and structures on the packaging have different interactions between people and things, on the one hand to bring consumers a happy and interesting aesthetic at the same time, on the other hand, it also enriches consumers to borrow materials to achieve their own emotional needs and recognition, and the final result is that consumers want to buy the impulse and urgent possession of the desire. Therefore, the packaging design can establish an emotional connection with consumers through interaction, so that consumers in the shopping process, produce a very pleasant experience, so as to better stimulate consumers to buy this product, so that enterprises can obtain the corresponding economic profits.



## **4. Creative Forms of Interactivity in Food Packaging Design**

Interactive design is the design that promotes a special communication and connection between products and consumers, and the design of product packaging is only a medium or a platform. It shows the emotional care for consumers, so that designers can combine the form of packaging structure, packaging pattern, packaging text and material innovation to obtain interesting interactive experience.

### **4.1. Structural Interaction**

Interactive design is the further development of traditional design, people break the traditional structure pattern, and begin to make changes and changes in the structure shape. In modern society, this is the principle of packaging design, to design successful product packaging, so that the product is accepted in a wider range, so as to cultivate more consumer groups.

In the packaging design often use the traditional jack type of packaging box, this box can be folded after die cutting, upper and lower ear, the upper part is the same as the bottom, mostly open. This is the relatively simple shape we see, the price is relatively cheap overall, suitable for lighter weight food goods. To break through this design and enhance interactivity, new structural forms can be used. For example, a clamshell packaging box consists of a bottom box and two covers, one cover is a single clamshell. The box type with the drawer function is more convenient and consumer interaction, but this box is opened and closed in the extraction way, with more paper and slightly higher price, and the world box is the same packaging method with better texture. In the design, it can beautify the external shape of the packaging through non-hot stamping, UV, embossing, printing and other processes. At the same time, it will also give people a sense of mystery, prompting people to wait to know what is inside, which is used for food packaging design gift boxes.

In the packaging design, in addition to the above box structure, local window design is often used, on the one hand, you can simply pursue the beauty of the shape; On the other hand, it also meets practical needs. In addition to the open-window design, there are some packaging structures that put a lot of effort in the action of opening the product, opening the product symbolizes beauty and expectation. For example, Charlotte Olsen designed and created a monster candy to surprise her best friend as a Halloween gift. The whole package adopts the opening form of the square box pushed upward, and the colorful monster image and the clever box shape are combined together. The interesting bold and colorful design makes the way to open the candy box more interesting. The structural interaction in the packaging design makes the packaging box interesting and personalized, and this integration method makes the packaging design not only achieve refreshing characteristics, but also produce a strong appeal to consumers and leave a deep impression on the product.

### **4.2. Graphic Interaction**

Graphic design is also an important part of packaging. Graphics is the first impression when people buy products, only packaging graphics to attract the eye to arouse more consumers to buy desire. In the graphic above, you can choose the real photographic graphics, you can also choose the artistic style of illustration style, in the graphic modeling method, you can play the imaginative ability of designers, the use of personification, exaggeration, metaphor and other methods to graphic design more in line with the positioning of consumers, so it is easier to attract consumer groups. For example, in the packaging design of Bla-bla cookie brand, the core design of the package is three abstract cartoon figures with five features, typical office workers. This cartoon figure is more exaggerated in the shape of the character expression, especially the mouth shape, which is more personalized. Open the cookie box and you'll see cookies sticking out of the employees' mouths. This pattern interactive integration of the packaging design form, the packaging product's own graphics and the shape of the product produce a series of interactions, both clearly revealed the edible function of the product, but also to the consumer image vividly reproduces the work image of the office staff, shows the charm of the cookie, to most workers leave a deep impression of empathy, promote consumer desire to buy.

In graphic design should also pay attention to the application of color, the most intuitive visual experience of consumers is through the color of the packaging, different colors brought by the different feelings can directly or indirectly affect the consumer psychology. Through the change of color so that consumers resonate, produce the intention to buy. In the food packaging design, the color of the product should be in line with the brand positioning on the one hand, on the other hand, as a food category, it is also necessary to try to focus on warm colors, which can stimulate people's impulse to eat. Scene blending is to integrate people's feelings and thoughts into the food packaging scene, drive the emotional interaction of consumers, and give people an experience of human care. When designing, graphics and colors should be well integrated.

### **4.3. Copywriting Interaction**

In packaging design, copy is also a very important part of packaging, the first important packaging product name and advertising slogan. This allows consumers to know exactly what the product is and what impression it leaves. At the same time, the text is also a process of explaining the entire product, which can better capture people's heart demands. In the packaging design of Wangzai milk, in addition to the product name, there are advertising copywriting - look at me to drink you off, the whole copywriting is very interesting, you look at the process center inside and the product formed a dialogue, exchange, communication and interaction, interesting words can produce emotional interaction. Wanglaoji herbal tea in the packaging design above, advertising copy is afraid of fire, drink Wanglaoji! Through simple words to reflect and herbal tea can remove the function of fire. To attract and impress consumers and attract attention, generate the impulse to consume, make their products more attractive than similar products on the market, and stand out in the beverage industry. In the food packaging, there is an interactive design can also enhance consumer purchase, that is, the text "discount pack", "increase the amount does not increase the price" and other copywriting, which meets the heart of consumers for cheap and affordable, therefore, clever advertising copywriting can better attract consumers, for food packaging to increase a beautiful.

In addition to advertising copy, there are explanatory words on the back of the package, which are mainly small print in order to introduce product information concisely and objectively to make consumers know. It mainly includes product name, manufacturing location, production date and shelf life, precautions, ingredients, etc. In particular, shelf life and ingredient lists are the concerns of most consumers, which can break the traditional design and make the interaction more interesting.

### **4.4. Material Innovation**

In food packaging design, the material is the most basic material carrier of packaging, packaging materials if you can choose the right material and process printing effect, not only can carry the packaging products, but also can reflect the quality of packaging and artistic effect, modern food packaging materials often use two kinds of materials: one is natural materials, such as: wood, rattan, bamboo and other natural materials. The texture shown by this natural material is very simple, to achieve the integration of man and nature, let people really feel the breath of nature, and narrow the distance between people and nature. However, the production cost of natural materials is relatively high, which will also increase the price of the product.

The second is artificial material. There are more artificial materials, including paper, metal and textile. In the paper category, coated paper is the most used one, often used to paste stickers on packaging boxes, bottles, cans. The number of grams of paper will affect the texture of the product when the consumer gets it, and the thicker the paper is, the more texture it has. In order to reflect the novelty of packaging design and product characteristics, in addition to the commonly used coated paper, some companies will also choose thin and light soft hemp paper, paper, rice paper, dragonfly paper and strong kraft paper, etc., these papers are not seen on the market too much, so some companies choose to use these materials to meet the consumer's psychology of seeking new and different, at the same time, At the time of contact, it also produced a different touch, which deepened the brand's good impression. Textiles are often used in velvet and brocade, bright and bright color, beautiful

appearance, noble texture. Therefore, different materials can be carefully selected in food packaging to meet the needs of consumers.

## 5. Conclusion

Interactivity plays an important role in packaging design. Packaging design not only needs to establish a connection between products and consumers, but also needs to meet the needs of consumers' emotional experience. Food packaging in the growing economy, the consumption level is gradually rising, the competition has also evolved fierce, businesses not only need to meet the consumer's picky eyes, but also need to meet the emotional expression of consumers on the packaging, in order to stimulate consumers to buy desire, increase food sales. Participation and fun are the most commonly used methods in interactive packaging design. Because of the increased participation, consumers are no longer faced with the indifferent packaging of "silence" without feelings when purchasing goods. Interactive packaging gives the product emotion, emphasizes the humanization of the product, so that consumers enjoy the product at the same time also experience the interesting experience brought by the packaging, leaving a profound user experience. In the case of increasingly fierce competition in packaging design, interactive packaging will be the choice of more businesses.

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