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DESIGN OF ORGANIC AGRICULTURAL PRODUCT PACKAGING

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Distinctive visual recognition attraction in the brand packaging design of modern organic agricultural products has been analyzed. As the analysis showed, organic food producers use natural colors in packaging design, often these are shades of green. To emphasize adherence to national traditions, folklore motifs are used. Therefore, in the packaging design, designer should fully understand the attributes of organic agricultural products, and pay attention to the combination of brand culture and commodities while meeting the basic conditions of protecting products and facilitating transportation.

Key words: *packaging design, visual recognition, folklore, color, organic agricultural product.*

INTRODUCTION

In today's fierce business competition, a good organic agricultural product needs a packaging design that can "communicate" with consumers. As an important part of commodities, packaging has attracted more attention for its practicability, innovation and ecology. While enjoying the product quality, consumers pay attention to convey the overall differences with other similar products, purposeful, clear and specific, and pay attention to the visual quality of packaging. Reduce the waste of packaging materials, visual identification forms, design and printing, display effects, cultural and environmental protection functions, and pay attention to safety, environmental protection and practicability. The problem of packaging design for organic agricultural products is relevant.

PURPOSE

The aim of the research is to analyze distinctive visual recognition attraction in the brand packaging design of modern organic agricultural products.

RESULTS AND DISCUSSION

Organic food is all agricultural products produced and processed according to organic agriculture and organic food production and processing standards or production and processing technical specifications, and certified by the organic food certification organization.

Packaging refers to the process of transportation, storage and sales in order to protect goods and identify and sell them. On the premise of meeting the basic functions of packaging, the packaging of organic cereals should also adapt to the



psychological and aesthetic needs of consumers. The local cultural characteristics and connotation should be reflected in the packaging of organic agricultural products.

The packaging characteristics of agricultural products need to be highlighted with unique regionality and culture. In the study [1], Chinese tea packaging was analyzed from the point of view of visual and semiotic approaches. Visual analysis of the packaging included materials, textures, shape, colour, writing & typography, iconography. The big data analysis [2] shows that more and more Chinese manufacturers are using elements of folk culture in product packaging design. In the article [3] the distinct stages of educational designing of the packaging products are established.

As shown in fig. 1, a, the Zdravo brand packaging symbolizes green, natural and pollution-free products. The material of packaging is glass. In addition to the color of the product itself, there are green and gray embellishments.

The Olive Greek extra virgin olive oil brand packaging design includes a double logo, in palette colors, both bright and earthy (fig. 1, b).

As follows from Fig. 1, c, the packaging design of Novarroz company has designed three new rice varieties. Based on the origin of the product, the designed illustrations are designed to capture and emphasize the richness of the appearance and feeling of each country. And give each package a different name, pass on different stories to people, and build a specific imagination for everyone. Each package has its own concept. It reflects the folk culture, architectural art and natural landscape of various countries in the form of illustration. The transparent area is the color of the product, and the illustration is mainly in red, blue, green and gray.



Fig. 1. Organic foods packaging design:
a – Zdravo, b – One & Olive, c - Novarroz

Chinese civilization has bred a variety of unique art forms, such as calligraphy, Chinese painting, paper cutting, New Year pictures, murals and so on. Among these traditional art forms, the calligraphy and New Year pictures are the most suitable for the packaging of organic agricultural products. Calligraphy has a strong sense of national culture, clear meaning, strong recognition, and meets the requirements of modern concise design language. It is very suitable for organic food to pursue the concept of pure natural environmental protection and health. The color of New Year pictures is bright, decorative and beautiful. These patterns have strong plane decoration, and are also suitable for the application of packaging



graphics, which has important reference significance to design the packaging of organic agricultural products with Chinese characteristics.

CONCLUSIONS

As the analysis showed, organic food producers use natural colors in packaging design, often these are shades of green. To emphasize adherence to national traditions, folklore motifs are used. The Chinese calligraphy and New Year pictures are the most suitable for the packaging of organic agricultural products. Therefore, in the packaging design, designer should fully understand the attributes of organic agricultural products, and pay attention to the combination of brand culture and commodities while meeting the basic conditions of protecting products and facilitating transportation. Only by attaching importance to the brand culture, adhering to the brand concept, deeply understanding the traditional cultural basis of organic food agricultural products, constantly practicing the people-oriented concept, and combining the national art form with the modern design language, can one better show the profound connotation of organic food and the contemporary traditional national cultural sense in the packaging design, and bring added value to the products.

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ДИЗАЙН УПАКОВКИ ОРГАНІЧНОЇ СІЛЬСЬКОГОСПОДАРСЬКОЇ ПРОДУКЦІЇ

Проаналізовано характерну привабливість візуального розпізнавання в дизайні фірмової упаковки сучасної органічної сільськогосподарської продукції. Як показав аналіз, виробники органічної їжі використовують у дизайні упаковки натуральні кольори, найчастіше це відтінки зеленого. Щоб підкреслити прихильність до національних традицій, використовуються фольклорні мотиви. Тому в дизайні упаковки дизайнер повинен повністю розуміти атрибути органічної сільськогосподарської продукції та звертати увагу на поєднання культури бренду та особливості продуктів, дотримуючись основних умов захисту продукції та її транспортування.

Ключові слова: дизайн упаковки, візуальне розпізнавання, фольклор, колір, органічний сільськогосподарський продукт.