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## POETIC THINKING IN PACKAGING DESIGN

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*In order to find an effective design thinking method to guide the practice of poetic packaging design, this paper introduces poetic thinking into the research of packaging design and explores the relevant embodiment of poetic thinking in the field of packaging design. Through the analysis of the three stages of packaging design, namely the germination of inspiration, the expression of vision and the pursuit of aesthetics, this paper summarizes the potential role of poetic thinking in the process of packaging design, and puts forward the design idea of poetic thinking in packaging design.*

**Key words:** *packaging design, corporate identity, design thinking, poetic thinking, poetic design.*

### INTRODUCTION

Packaging design works contain lyrical style and poetic taste, is our daily life instinctive emotional needs. Heidegger once mentioned that "Labor achievement, however poetic, man dwells in the earth" [1]. Poetic dwelling shows us an ideal state of existence. Poetry is a kind of high, special scale, from the existence of poetic thinking. Poetic thinking emphasizes emotion and image, which is an effective thinking method that can be used for reference in the pursuit of poetic beauty in packaging design.

### PURPOSE

The purpose of the study is to explore the potential influence of poetic thinking in the process of packaging design, explore a set of systematic methods of poetic thinking to guide the practice of packaging design, and create a poetic design full of emotional care and human concern.

### RESULTS AND DISCUSSION

The word "poetic" originates from Vico's "New Science". Vico believed that the meaning of "poetic" refers to people's "creative imagination" or "to create by imagination". Vico argues that the Greek word poesis means creation, "because they can create by imagination, they are called 'poets', which in Greek means 'creators'" [2]. Heidegger remarked that all arts are essentially poetry [3]. The purpose of poetic design is to express feelings; it can be taken as a part of emotional design [4]. Some authors have also suggested that beauty is the poetic yardstick of design, and as a poetic yardstick of design, the most fundamental beauty is the beauty of form, way and realm based on practical functions [5].



Zhai Mo put forward that the essence of design is to create real daily necessities, a good ecological environment, and visual symbols of beauty, so as to facilitate the harmonious coexistence of human beings and nature [6]. It is of interest to study the packaging of agricultural products created using the national cultural heritage of China [7]. Packaging design is the process of creating goods, innovating lifestyle, creating symbols, and creating harmony. Good packaging design, and poetic design thinking throughout.

The germination of poetic inspiration in packaging design often shows the appreciation of natural objects (fig.1, fig.2). Nature has great beauty and silence. The poetic design thinking of learning from nature can create poetic design works of nature.



**Fig. 1. Zen Perfume Packaging**  
(Designed by Lgor Ditin Design)



**Fig. 2. Juice Skin**  
(Designed by Naoto Fukasawa)

The expression of packaging design poetic vision can draw on the rhetorical methods of poetry creation, such as metaphor, personification, symbol, and so on. In terms of visual effects, it presents the visual symbol beauty of heterogeneous isomorphism and romantic imagination (fig. 3).

The overall aesthetic pursuit of packaging design can start from the understanding and expectation of life poetry. For example, in the packaging of this lip balm, the starting point of inspiration is frozen time, the packaging is like a golden hourglass, and time is frozen like a sculpture (fig. 4). Packaging works like an abstract poem, flowing out of a kind of poetic beauty.

The process of packaging design adds poetic design thinking, packaging from designing an item to creating a symbol, to creating an ideal life state of harmony between people and things, and finally becomes a part of the poetic dwelling.



**Fig. 3.** B-ING Flower Drink  
(Designed by Prompt Design)



**Fig. 4.** Carslan Lip Balm  
(Pan Hu Design)

## CONCLUSIONS

Poetic thinking is a way of thinking that emphasizes intuition, sensibility, and imagination, is characterized by sensibility and imagery, and plays a potential role in the process of packaging design. In the design process of inspiration germination, visual expression, and aesthetic pursuit of packaging design, poetic design can be carried out from three perspectives: appreciation of nature, the rhetoric of poetry, and poetic longing. This paper advocates poetic design thinking, poetic design, in the final analysis, is advocate emotional care design. Taking packaging design as the object of practice and research, it carries on the poetic and ideal construction of life.

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