Application of Font in Wood Packaging Design

Huabai Liu*

College of Art and Design, Hunan Automotive Engineering Vocational College, Zhuzhou 412001, Hunan, China
liuhuabai2021@163.com
*Corresponding author

Abstract: Wood packaging design has relatively clear requirements. First of all, it is obviously different from ordinary packaging. Wood packaging needs to highlight the theme and pay attention to the unity and coordination between wood packaging and packaging. Based on the application of color and font in wood packaging design, the detailed analysis and discussion are combined with the requirements of font type, picture combination and layout settings.

Keywords: Wood packaging, Wood packaging, Font application

Introduction: packaging is the general name of containers, materials and auxiliary materials used according to certain technical methods to protect products, facilitate storage and transportation and promote sales in the process of circulation. It also refers to the operation activities of applying certain technical methods in the process of adopting containers, materials and auxiliary materials in order to achieve the above purpose. Wood packaging refers to the manufacturing of wood packaging as raw materials and used for product packaging. It is one of the oldest packaging containers. The consumption of wood packaging is second only to paper packaging containers. The consumption of wood packaging in developing countries is much larger than that in developed countries. Therefore, wood packaging containers play a very important role in packaging containers.

1. Problems Existing in the Production and Processing of Wood into Packaged Products during Storage

Although there are many new packaging materials, wood has many advantages over other packaging materials, such as wide distribution of wood and local materials; Light weight, high strength, can withstand impact and vibration; Easy processing, high durability and low price, especially wood has no impact on the environment. It is a typical green packaging material. Therefore, it still plays a very important role in today's packaging industry, especially for many bulky, fragile and products requiring special protection. Fresh wood is rich in water and can maintain a state of life after being cut down for a period of time. Dry wood is better preserved, new wood has not been processed for a long time, and the structure of wood has also been affected to some extent. Therefore, for enterprises making wood packaging, they should do a good job in processing before processing, so as to avoid wood decay or frequent problems of diseases and pests.

The method of keeping wood for the longest time is to process the new wood and evaporate the water contained in the wood. At present, during wood packaging processing, China will dry the wood through the woodworking factory and put preservatives after evaporating water. Through the way of classified sales treatment, it will make rational use of fonts to introduce the varieties and attributes of wood packaging, so as to meet the different use needs of different enterprises [1].

The storage environment is also an element that we should study more. Humidity data is one of the conditions affecting storage. We consider it in the design content to effectively ensure the quality and restore the reliability of wood.

2. Overview of Wood Packaging

2.1. Classification of Wood Packaging

Wood packaging is one of the oldest packaging containers made of wood and used for product

packaging. Wood is second only to paper packaging containers in packaging. Commonly used wood packaging includes wooden cases, pallets, wooden boxes, wooden barrels, wooden splints, fiberboard cases, plywood cases, etc. Wood packaging materials have different requirements according to different packaging contents [2].

2.2. Advantages of Wood Packaging

Wood packaging is still widely used because it has many superior characteristics: (1) high mechanical strength, good rigidity, strong resistance to mechanical damage and can bear huge stacking load. (2) Wood has good elasticity and strong impact resistance. It is an ideal product for loading large and heavy products. (3) The wood has strong corrosion resistance, no rust and no pollution to the contents. It is suitable for packaging corrosive chemical products. (4) Wood processing is easy, it can be made with simple tools, and it is also convenient to improve. (5) Wood packaging can be recycled, so the packaging cost is relatively low, and it can be comprehensively utilized when it becomes waste. (6) Wood packaging is convenient for hoisting, convenient for stacking in transportation and storage, and can make full use of effective space [3].

2.3. Packaging Resources

At present, wood as a packaging material has been severely challenged. Although wood has many characteristics that can meet the packaging requirements, it is no longer used as product packaging without treatment as in the past. The reason is that wood, as the main packaging material of export commodities, is now strictly restricted by foreign countries [4]. All commodities used as wood packaging for export must undergo special treatment (such as fumigation); Secondly, with the increasing attention of countries to environmental protection, many countries and regions restrict the cutting of wood, especially large-diameter wood. China has also announced regulations on limiting wood cutting. The scope and amount of wood as packaging materials will gradually decrease, but wood must be used for the packaging of many products or some kinds of packaging. In order to protect the resources and environment, save wood resources, and make the packaging of wood as export commodities meet the needs [5].

However, wood packaging also has its shortcomings, mainly in the large volume of empty boxes, which brings inconvenience to storage and transportation, easy moisture absorption and can not be placed in the open air. The degree of production mechanization is not high, and wood resources are lacking day by day. Although the leading role of wood packaging has been replaced by plastic packaging, paper packaging and other packaging materials, at the current development level, the traditional wood packaging still plays an important role in the packaging field [6].

Large empty container volume mainly means that it can only be widely used in design, and there is less special packaging. It usually means that most of the wood can be included and can be used. Inconvenient shipment, length, width and height requirements; Due to the limitation of vehicles, vehicles of different tonnage have different arrangements. Short size wood uses vehicles with small tonnage. Large Chen Liang has the ability to carry large wood. Carrying different specifications can save freight and reduce labor expenses. If the multi-functional design can reflect the design of moisture-proof and high temperature resistance, it can include outdoor placement. The benefits are as follows, which is convenient for the storage and transportation of vulnerable wood varieties, the storage and transportation of special wood and the stacking of large-scale wood. It is no longer worried about the weather affecting the transportation work, and the long-distance transportation of wood can be carried out for a long time [7].

3. Font Application Requirements for Wood Packaging

3.1. Text Classification and Expression form of Packaging Design

Firstly, the basic attributes of wood packaging are different. According to the use needs, basic characteristics and functions of wood packaging, the image text, advertising and explanation in the packaging text are fully displayed. It is best to do a good job in the classified application of the text in combination with the basic requirements of the beauty and art of wood packaging. Starting from the application level of brand image words, the brand image of wood packaging is shaped. In addition to the traditional commodity name, enterprise logo and manufacturer address, consumers can gradually

show the product characteristics through packaging, and customers can choose more suitable packaging varieties; For the data use of wood packaging, through the display of the specific attribute information of wood packaging, in the font application stage, combined with the basic characteristics of wood packaging, and through the application of printing with relatively strong recognition, the basic position and display form of font are established. For wood packaging, in order to quickly achieve the basic purpose of sales processing, the font should be clear and accurate in order to provide better service and help to the target customer group; Combined with the brand benefit requirements of wood packaging, we use more vivid characters for packaging treatment. Through rational design and application, we do a good job in artistic deformation treatment for fonts. With the characteristics of wood packaging, we will improve the simplicity of packaging, which is the basic condition for users to have a sense of trust and inquiry [8].

The packaging design stage should not only be closely combined with the traditional design, use the characteristics of different things to show their specific attributes and characteristics, and analyze and deal with the possible problems in the publicity and consumption induction stage, which is the way for wood packaging to show its basic characteristics. In the stage of font design, we studied and analyzed the packaging of general wood packaging products, and found that the text is more lively and attractive, people can obtain greater impact, and it also has a positive impact on promoting product sales [9].

Font design implies the consumption guidance needs of consumer groups, such as wood packaging types, which need to properly show the dynamic and stimulating in the text. For consumers, it is also an effective way to improve their perception of products. During the seat design, we should not only consider the font, lines, colors, etc. through the optimization and improved application of font spacing and arrangement, we can rationalize the application of colors, fonts, etc. during font processing and show the characteristics of wood packaging more accurately. For some decorative text applications, take the font as the moral display form of wood packaging, transition the cultural connotation of wood packaging from packaging to quality, and guide the enthusiasm of consumers. In the wood packaging design stage, the main performance text is placed in the core part of the packaging to ensure that it can bring accurate display of wood packaging attribute information to consumers. In a certain space or font display part, consumers can focus on the packaging font. After reading the packaging, the fluency and accuracy of the text are further improved [10].

First, the standardization of the form of expression should be checked and used in the corresponding enterprise standards. The far fetched arrangement and application of the word spacing and line spacing of the text should not be arbitrary. The spacing between the sign and the text and between Chinese and English should be accurate. The sorting relationship of the text and the relationship between horizontal and vertical should be handled according to the standards without errors.

The arrangement between pictures and texts needs to maintain the visual beauty of pictures and texts from the starting point of pictures and texts to the end of texts. Match the size of the text with the picture, and pay attention to stabilizing the situation; For example, the circular pattern should form a triangular relationship with the text, so that the circular pattern will not produce an unstable visual feeling. The combination of two parallel graphics and texts needs to pay attention to the arrangement, not rigid, flexible combination, reflecting the design intention, novel and cultural heritage. Another example is the design of the combination of square pattern and ellipse, which needs intersection to show the creativity of the design. It is neither scattered nor mediocre, so as to achieve the ideal effect.

3.2. Objective Requirements of Font in Wood Packaging

For the packaging industry, China is taking the road of sustainable development, one is safety, the other is from the level of packaging recycling. If the outer packaging can not be effectively treated, more waste will lead to a great impact on people's life. In order to enhance the recyclable effect of wood made outer packaging, it is necessary to combine the basic requirements of national development and characteristic products, closely combine science and technology with wood packaging industry, further improve the application value of science and technology, and ensure energy conservation and environmental protection while packaging is applied efficiently. Therefore, packaging design should not only consider aesthetics, It also needs to gradually improve its performance. At the stage of industrial development, focusing on the goal of energy conservation and environmental protection, China has made basic preparations for the sustainable utilization of resources. The theme of environmental protection can highlight the value of wood packaging and enhance the attraction of corresponding products. During the packaging design, the designers, through comprehensive

management and control, do a good job in the publicity and guidance of the development connotation and product quality of the enterprise, and gradually expand the market of wood packaging, which is an effective way for enterprises to improve economic benefits.

During different wood packaging design periods, the wood packaging design concept gradually matures, and the enterprise will also focus on strengthening the quality of wood packaging design. The brand image is the basis of enterprise development. Combined with the discovery of the social times, the product packaging artistry and practicability will be gradually improved, the publicity and guidance of wood packaging will be well done, and the value guiding role of commodities will be gradually improved, Consumers' desire to buy gradually increases, and good product quality will also enhance user stickiness. Therefore, under the guidance of commercialization, the positive impact of brand packaging design in marketing is deeply demonstrated.

Safety: the font color has the function of warning. For example, red and orange represent danger and warning. Green represents environmental protection, health and natural ecology. Yellow indicates cheerful, positive, youthful and dynamic information. Blue means tranquility, freedom and freshness. The application of these representative colors in wood packaging can bring a clear effect on safety. Avoid packaging confusion, help workers to quickly identify wood with different functions, and improve work speed and efficiency. The safety factor is improved to promote production efficiency.

3.3. Principles to be followed in the Text Design Stage of Wood Packaging

In the stage of wood packaging text design, the text design of goods is closely linked with its style and characteristics. The text in packaging design can more accurately show the characteristics of wood packaging processing goods. The goods can use packaging to unify form and attributes in terms of material attributes and cultural characteristics. When the font expression of wood packaging can have better quality characteristics, the modern industrial development form of wood packaging can be gradually highlighted through more accurate font expression. During the text design of wood packaging, both artistic and dynamic text expression need to be combined with the basic needs of product sales.

The legible feature of the text design of wood packaging is to reasonably control the relationship between the writing law and the characteristics of wood packaging on the basis of the basic writing law. Through local exaggeration or combination with wood packaging form paintings, the effect of text reading guidance is better.

From the perspective of visual art and visual image displayed by wood packaging, we should first clarify the applicable font types of wood packaging, generally control two or three different types, and control the basic proportion of various elements through the combination of font selection and picture application, so as to gradually enhance the unity and coordination of the whole outer packaging. Different font applications show certain differences in personality styles. Our common wood packaging fonts are black, and song style is relatively easier to be accepted by people. We should also make font design more coordinated with text content expression according to different wood packaging expression requirements, so as to achieve the basic goal of personalized expression.

4. Conclusion

The font application in wood packaging design, whether product quality or sales guidance, needs to be targeted according to the inner needs of consumers. Especially with the improvement of people's overall quality, people's requirements for packaging design are also gradually improved. While meeting the material requirements, it brings people a good appreciation experience, and the positive impact of packaging design is highlighted. Therefore, the font type should be controlled from the design work to achieve comprehensive consideration. Wood packaging products can also bring greater economic benefits to enterprises.

Acknowledgements

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