

Te Thought of Visual Language On Green Packaging Design in Packaging Design

Tu Ling, Dr. Khairun Nisa Mustaffa Halabi^{1*}

¹Art & Design Faculty, City University Malaysia

^{1*}Art & Design Faculty, City University Malaysia

*Corresponding Author: 674657159@qq.com City University Malaysia

ABSTRACT

The green design appeared in the 1980 s, this paper mainly introduces the concept of green design, features, basic principles of design, and the method of green design and the development trend of green packaging in our country. From the perspective of protecting the environment and resources, I put forward the significance of developing green packaging design and point out how to develop and perfect the green packaging design in our country based on analysis. Preface The sustainable development of ecological environment is the most urgent task to human in the 21st century. the stakes are obvious between packaging manufacturing industry and the environment. the packaging industry uses various materials in order to make the product safely sent to every family. But these materials cannot be discarded casually. It poses some serious questions to everyone of us: we need what kind of packaging products do we need? And how to design the packaging products? And the green design packaging design is derived from modern industrial development in the process of increasingly serious environmental pollution. People began to explore new design patterns AND put forward the new idea. Green design focuses on the ecological balance of the relationship between human and nature to minimize the damage to the living environment. It is based on the awareness of green design, which is aimed at not causing pollution on the ecological environment, no harm to human body and at the same time it can be recycled and promote sustainable development of the design. To a certain extent, it should play a role for the protection of the ecological environment, which is the social responsibility green packaging design should bear. So the green packaging design has become more and more important in our life. The packing of the goods is now taken more and more seriously, which is also promoting the packaging materials, manufacturing technology, the development of the new way of packaging. Packaging industry is also on a continuous move towards the direction of cutting resource consumption. Accurately in the design of green packaging design in the design concept and form, focusing on the development of packaging design plays an important role in the future. It is not only a technical level, more important is a change of the concept. It requires the designer to give up on too much emphasis on the novelty of the product appearance and to focus on innovation with a more responsible attitude and method to create a product form in a more concise way to make the life of the products last longer. In this way, the concept of green and humanity and be conveyed to the public to make our contributions to the material and spiritual development of society.

KEYWORDS: green design, packaging design, recycling, degradation.

INTRODUCTION

The concept of green design

The connotation of green design is quite comprehensive. It is very close to ecological design, environmental design, life cycle design, which emphasize minimum influence on environmental. Narrow understanding of the green design is that it is the premise of green technology of industrial product design. A more generalized understanding of the concept is a kind of green culture consciousness which is closely related to aspects from manufacturing to product packaging, marketing and after-sales service, waste treatment.

Green design features and basic principles

Green design is a new design concept put forward to improve the traditional method. In product design and manufacturing - flow - consumption - waste - using the circulation process, we should focus on the ecological balance of the relationship between human and nature, using more scientific and more reasonable,

more responsible attitude and consciousness to create new products. On the premise of guarantee of product performance, we should try to extend the life cycle until after the recycling and disposal process.

Green packaging design is to solve the fundamental problem: how to reduce ecological load on the environment caused by human consumption . It can be classified as "4 R" and "1D" principle: Reduce Reduce means cut down or decrease. It can be understood as the reduction of packaging materials in the process avoiding excessive packaging. The study found that the best packaging for the environment is the lightest weight packing. When the recycling of packaging and weight are in conflict, the latter is more favorable to the environment.

Reuse Reuse means recycling. We should not abandon certain packaging materials,instead, we should make use of them again. Materials like this are containers like beer bottles.

Recycle Recycle means regeneration which means use the abandoned packaging products for recycling, reusing.

Recover Recover is to obtain new value, that is burned for energy and fuel.

Degradable Degradable is biodegradable decay, which is helpful to eliminate the white pollution. Packaging products from raw materials acquisition, processing, manufacture, use, waste, recycling and regeneration, the whole process until the final processing should not create biological and environmental pollution, be harmless to human health and be able to protect ecological environment. As an important link, packaging design can play a decisive role to the development of green packaging design.

Method of green design green design emphasizes perfect unification of Visual conflict and environmental protection. Within the product whole life cycle we should focus on product environmental attributes (removable, recyclability, maintainable, reusable, etc.). After meeting the artistic and functional needs of the design, we should try to embody the idea of gree design in our concept of packaging industry. The ultimate goal of doing this is to avoid environmental pollution and damage to the health of human beings. And at the same time it should be recyclable and sustainable. The design method can be classified into the following three aspects:

Packaging modelling design

Packaging modelling design mainly refers to the packaging container design. green design is more emphasis on the applications of the materials and the unity of the modelling and design concept. On the selection of materials, green design mainly adopts low resources consumption, little environmental pollution, reusable materials. In modelling design, simple is advocated to reduce the environmental load caused by energy and resource consumption in the process of production. For example, when we are designing bottles, we usually choose glass or ceramic as raw materials which are very good environmental protection materials since they are recyclable and reusable. But we should still emphasize simplicity in modelling because the less material we use the less harm or danger we put on our environment. So, in the containers modelling process , we should create suitable and proper container modelling design to coordinate material and packaging structure.

The packaging structure design

The structure design of the packaging is to design reasonable inside and outside structure of the container scientifically considering environmental factors, consumer needs and so on. Under the concept of green design, packaging design is about lightweight materials and simplification because the lack of resources in the future will be more and more serious, which will give us the irreparable damage. Green packaging design should first of all consider to minimize the amount of used materials used. From the perspective of the packaging, the study found that the best packaging on the environment is the lightest weight of packing. In structure design, material simplification will help us better protect our environment when it comes to recycling the used materials or containers.

The design of packaging material

Green packaging design first of all refers to choosing the right packaging materials. During the process of material production, use, scrap, recycling we should choose those which can save resources and energy, protect the environment and realize the sustainable development of social and economic benefits. Green design concept puts emphasis on the perfect combination of design effect and environmental protection. Packaging material must be relevant to the theme, on the one hand, and to environment friendly on the other hand. Designed products should have the profound connotation and at the same time meet the needs of the consumers. Combining the concept of green consumption and green packaging design material, we can create high recycling rate, food hygiene guaranteed, unique green packaging design and obtain good economic and social benefits. Good application of packaging materials is beneficial to promoting the development of green packaging design form.

Design and selection of the materials are very important to the implementation of green packaging. This requires us to break the traditional way of thinking and put the green material in the first place. Then we can carry on with the structure design followed by a graphical package design. Only in this way can the creative thinking of the green packaging be able to keep consistent with the pace of our living standards. On the material selection, we prefer materials such as recycled paper, kraft paper, cloth, which can save energy and resources, and is conducive to protect the environment. Mobile phones and other electronic products lining is made from recycled pulp pressure membrane formation, which is light and also saves the resources rationally, and can reflect the purpose of the green packaging and protect the environment. Another example is beer, soda and other beverages which use glass materials, which are recyclable and reusable. There are some paper tea canister, iron, tin which can also be used for a second use. Some candy packaging and chocolate packaging are so attractive that people reserve them for memorial. Therefore, when we design, we should strengthen the material aspects of the application, and then design packaging with the material that makes its visual effect better. However, in green packaging design, it is the best to use natural material. Broad bean paste in Sichuan used bamboo material which not only reflects the naturalness of packaging, but also has a certain aesthetic and environmental sense.

The development trend of green design in our country

At present, the development trend of green packaging design mainly displays in: design concepts and manufacturing technology of the old and new alternation and continuous improvement of the quality. Green packaging materials are diverse, equipment, technology are updated and improvement. Green packaging design products are widely used and new meanings are added to environmental protection continuously. Green packaging products gradually shift from the simple domestic type to export type.

The main problems in the green packaging design in our country are: the environmental pollution problem has not caused enough attention; Lack of communication with foreign green packaging standard and form a complete set of relevant laws and regulations; Industry management system is not sound, scattered; Packaging materials are limited; Packaging waste recycling technology and strength is not in place. The one-sidedness in the understanding of the green packaging design; the concept of green packaging in the majority of the public is that paper is green packaging. that only see the green packaging materials. The relationship between the green packaging not only refers to the material, but also the reduction and recycling of the packaging and biodegradation is an important form of green packaging design. Another problem is the unbalanced development of green packaging design. Green packaging mostly exists in the export-oriented enterprises, it has not been generally recognized in domestic enterprises. Geographically, the publicity of green packaging is not in place in some backward areas which has a great influence on the popularity of the concept of green packaging in our country.

SUMMARY

The development of green packaging itself is a system engineering, which needs help from different sides. We cannot just count on packaging design. We should, from the strategic perspective, build an effective system of green packaging on the basis of world environmental protection laws and regulations. It requires

national legislation, administrative coordination, enterprises, institutions of higher learning, scientific research institutions to coordinate in order to realize the goal of green packaging design in our country. Green packaging is the trend of internationalization. It is good for our country's economic structure and industrial structure adjustment and it is beneficial to the packaging of environmental protection in China. It is an important aspect of sustainable development strategy, which is also the direction of our country's product packaging design.

Development of green packaging in China is, first of all, to promote green packaging concepts, popularize knowledge of green environmental protection. Green packaging is a conceptual change, but what really provide opportunities for the development of green packaging is to promote the development of environmental protection and packaging manufacturing. Secondly, by drawing lessons from foreign experience and combining them with China's national conditions, we can put forward the development of green packaging, promote environmental protection cause, organization technology development to seek policy support, etc. Finally, we should improve the packaging system and effective operation mechanism in order to develop green packaging system with Chinese characteristics.

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