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EXPLORING THE ROLE OF TEXTUAL DESIGN IN CONTEMPORARY PACKAGING

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Effective text design is crucial in contemporary packaging design as it conveys important information to consumers about the product. It should be clear, concise, and visually appealing, with typography, font, and color schemes carefully selected to guide the consumer's eye and emphasize important information.

Thus, packaging design and text design are closely intertwined, and a well-designed package with effective text can make a significant impact on consumer behavior and brand recognition.

Key words: *contemporary packaging, basic text, profile text, advertising text decorative fonts.*

INTRODUCTION

Writing has been a crucial element of human culture for thousands of years and has evolved significantly over time. The art of typography, in particular, has become a powerful tool in modern design, serving as a carrier of culture with an increasing focus on its visual impact and communication function.

Typography is not just a simple means of conveying information, but also an art form in itself. It has the ability to evoke emotions, set the tone, and convey meaning through the visual design of words. In modern design, typography plays an important role in various areas, including advertising, branding, packaging, and web design.

As the world becomes increasingly interconnected, typography has become a means of conveying cultural heritage and identity through visual design. Typography can be used to represent the cultural and historical aspects of a region or community, as well as to convey social and environmental values.

PURPOSE

In the packaging design Chinese words cannot only convey product information, but also play a role in publicizing and beautifying products. Under the premise of certain product quality, beautiful packaging form is also the key to promoting sales and opening up markets. The designer should use the packaging design to express the character of the product, so that the product not only has a beautiful appearance, but also attracts consumers and achieves the purpose of self-promotion.

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RESULTS AND DISCUSSION

1. Use various techniques such as twisting, hollowing, connecting, and broken pen to decorate and design fonts. Add images to specific parts of the text and strokes, exaggerate the forms of radicals, and combine words and graphics to create unique and visually appealing designs.

- Substitution Law: Add text or graphic elements to replace font strokes and increase artistic charm.
- Angle transformation: Bend, tilt, or straighten corners of words to highlight tough effect.
- Truncation method: Disconnect or cut enclosing root for creative need.
- Staggered layout method: Change position of text for staggered effect.
- Amendment Act: Change curves to horizontal, vertical, or square for concise and clear readability.
- Reverse replacement graphics: Convert forms to add emotional elements and clarify creative direction.
- Handwriting: Original handwriting gives casual and intimate feeling, cannot be copied, and touches scenes.

2. Use font form to convey symbolic meaning. For example, using a clock shape for the word "time" or abstracting letters to represent the word "love".

3. Font styles can be soft, hard, or old, and should be chosen based on the design theme. Hard fonts are suitable for adventure, sports, or war themes, while soft fonts are good for emotional or feminine designs. Neutral fonts work well for brands or formal designs.

4. Effective font arrangement is essential for packaging design. Important information should be placed in a prominent position and contrasted with other text in terms of size, form, and color. Points, lines, and surfaces can be used to create visual interest.

5. Computer graphics tools can be used to manipulate fonts and create effects like 3D or shadow relief. Care should be taken to maintain readability and cultural significance.

6. Design should incorporate contrast, symmetry, vibration, space, and plastic row for maximum visual impact.

2. The combination of font form and symbolic meaning

When you see the word "love", you will think of the representative letter LOVE, and "time" will be associated with the shape of a clock. Therefore, in the design, the form of letters and clocks should be abstracted and applied to the design to achieve the combination of form and meaning.

Typography design can utilize contrast, symmetry, movement, space composition, and shaping forms to create visual beauty and convey information effectively. Contrast can break the monotony of conventional typography and add individuality through font size, color, and direction contrast. Symmetry provides a peaceful and stable aesthetic through horizontal and vertical combination. Movement creates a lively and eye-catching feeling. The processing of positive and negative space can make the whole picture richer and more powerful. Shaping forms can be used to winter image words and letters or to create winter-shaped

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phrases. Abstract graphics design and the use of plastic row design methods can avoid design problems.

CONCLUSIONS

The text design in the packaging is the most direct means for manufacturers to convey product information to consumers. With the development of social civilization, designers continue to research and explore the field of type design, and text is no longer as simple as in packaging design in the past, passively acting as general text. Many designers regard text design as an important component in packaging design, and at the same time create a form of choreographic expression: overlapping composition, deconstruction and combination, decorative abstract arrangement, painting arrangement not only achieve a beautiful and unified picture, but also let readers feel a cordial, soft and novel design atmosphere.

Text design is the key and difficult point in packaging. Therefore, designers should keep pace with the times, not only according to market demand and according to the cultural characteristics of the region, but also according to the cultural characteristics of the region, and constantly deepen and innovate the design under the premise of retaining the cultural heritage of their own nation.

Fig. 1. Examples of the implementation of font design in packages

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