

Research on the Application of Muxia Art Style in Emotional Packaging Design

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Abstract: *Through the study of Muxia's artistic style, we explore how to strengthen the emotional function in packaging design and realize the emotional design of commodity packaging. In this paper, we start from the characteristics of Muxia art style and emotional packaging design to elaborate the application of Muxia art style in emotional packaging design; analyze the application of illustration art expression and symbolism in emotional packaging design in Muxia art style; and combine with the current development trend of the society to explore the innovative application of Muxia art style in emotional packaging design. The application of Muxia art style to emotional packaging design not only innovates the emotional expression of packaging design and enhances the emotional function of packaging design, but also promotes the dissemination and sale of goods.*

Keywords: *Moussia art style, Emotionalization, Packaging design*

1. Introduction

With the continuous development and progress of society, the quality of residents' material life has improved significantly, so that consumers can meet the material needs while spiritual fulfillment has also become a kind of consumer demand. Consumers are no longer only concerned about the material properties of the product, but also pay more attention to the emotional experience brought by the product in the process of consumption, which makes the commodity packaging from the use of the functional level to the emotional function of the packaging level. Therefore, it has become a trend to integrate emotional elements into packaging design for emotional expression.

As the most influential graphic designer in the period of Art Nouveau, Muxia's unique artistic style expresses the spiritual connotation and cultural value to the fullest, and expresses his love for nature, religion and the nation by giving his works emotion through the unique illustration art expression and symbolization. In the digital era, the public's material needs, spiritual needs are growing, patterned graphic design will lead to product packaging lack of emotional factors ^[1]. This requires designers to look for the artistic expression of emotional factors in product packaging design, to meet the emotional experience of consumers, and to draw the distance between products and consumers closer. The study and analysis of the application of Mu Xia's artistic expression style in packaging design will innovate the emotional expression form of packaging design, enhance the emotional function of packaging design, and combine the modern development trend with innovative applications to promote the dissemination and sales of goods.

2. Muxia art style and emotional packaging design

2.1 Mucha's artistic style

Muxia was a famous designer during the Art Nouveau period, and in the heyday of his artistic creation, his painting style was called "Muxia style". To a certain extent, "Muxia style" represents the exchange and fusion of Eastern and Western art, and he was able to appreciate different styles of art forms and selectively inherit and innovate ^[2]. He expresses his spiritual connotation and cultural value through unique illustration expressions and symbols. In illustration, they use sensualized decorative lines and simple contour lines to create female images, and combine them with natural plant decorative backgrounds to make the images have a strong emotional atmosphere; they use symbolic techniques to express their religious beliefs and national emotions suggestively in posters and stickers.

2.2 Emotional packaging design

Emotional packaging design aims at designers through the analysis of consumer needs and psychological activities, in the design process, purposefully and consciously combined with the design of the expression form to stimulate consumer emotions, in order to achieve the emotional interaction between the product packaging and consumers, to promote the purpose of product sales. Emotional design is with the continuous development of the times and the formation of a packaging design development trend, based on the consumer's emotional appeal of the product, the way of expression presents diversified characteristics, such as the integration of national culture packaging design, green packaging design under the concept of sustainable development.

3. Purpose of the application of Muxia art style in emotional package design

3.1 Emotional expression of innovative packaging design

With the development of science and technology and the continuous improvement of social material wealth, the emotional needs of consumers present diversified and differentiated characteristics. Therefore, a single, lack of innovative emotional packaging design can not meet the emotional needs and spiritual enjoyment of consumers, only based on the analysis of consumer emotional demands, innovative packaging design emotional expression, in order to give full play to the packaging design emotional purpose, interactivity and diversity characteristics.

Many styles in Mu Xia's art works are related to the era in which he lived. Combined with the special background of the era, Mu Xia constantly innovates artistic creation and expression methods, and integrates his own emotions into them, so that his works can be full of vigor and vitality all the time. For designers, the purpose of studying the application of Muxia art style in emotional packaging design is to analyze its creative expression forms and techniques, find the point of convergence with the emotional expression of modern packaging design, so as to innovate the emotional expression of packaging design and meet the public's emotional consumption needs.

3.2 Enhance the emotional function of packaging design

In the development and evolution of society, human beings integrate emotions into social production practices and realize emotional communication with the help of various things produced. However, with the development of the times, consumers' spiritual needs and individuality requirements have become more and more intense. Therefore, today's packaging design development trend should be turned to meet the emotional experience of consumers, starting from the emotional perspective, humanized design, to bring products and consumers closer to the psychological distance. Through the emotional design to strengthen the emotional function of packaging, to convey visual emotional information to consumers, and then realize a deeper level of emotional communication with consumers.

Mu Xia's art works mainly express her emotional pursuit through the combination of female image and decorative elements. The use of smooth and natural curves to shape the female image, and combined with the vitality of plant decorative elements to express the gorgeous, natural beauty of women, conveying the emotion of harmony and unity between man and nature; the use of symbols with the help of the female image and decorative elements to express their own feelings towards religion and ethnicity. Combining modern packaging with the decorative elements in Mu Xia's works can enhance the emotional function of packaging design to a greater extent, stimulate consumers' desire to buy, and is of great significance to product sales and packaging design.

4. Analysis of the application of Muxia art style in emotional packaging design

4.1 Illustration Art Style

During the Art Nouveau period, artists were advocated to find inspiration and elements in nature, and through the artistic treatment of natural elements such as flowers, plants and animals, artists expressed their reverence and love for nature. Mu Xia combines the vibrant plant elements and female figures in his illustrations, taking the two as the center of the picture to express the harmonious relationship between man and nature. His "Flowers" quadriptych (Figure 1) combines four kinds of flowers - iris, rose, lily and carnation - with four female figures in different postures. By observing

nature and decorating plants in nature, the overall picture is natural and harmonious, giving people a sense of integration between man and nature, and demonstrating the inclusiveness and softness of nature.

Nowadays, illustration is widely used in product packaging design with its unique artistic expression style and profound connotation. Packaging as the first element for consumers to understand the product, it is especially important to draw the distance between the product and consumers through visual emotional expression. Studying the application of Mu Xia's illustration art style in packaging design is not to ask designers to imitate Mu Xia's illustration art in packaging design, but to analyze its illustration art expression and design techniques, to enhance the emotional value of product packaging with brand new illustration art expression, and to let consumers have a special sense of closeness to product packaging.



Figure 1: "Flowers" Quadriptych

4.2 Symbolic Expression

Graphic symbols: During the Art Nouveau period, Mucha fully absorbed the new influences of semiotics and applied his core values, religious beliefs and patriotism to his artistic creations through the symbolic representation of graphic symbols. In Mucha's theatrical posters for the actress Sarah, the inlaid background with small square tiles in mosaic and the hexagram element often appear, both of which are graphic symbols symbolizing Mucha's religious beliefs, adding a divine light and mysterious aura to the figures in his posters. After his return to China in 1910, the use of national symbols in his creations became even more prolific, as seen in the oil paintings he created in his work, "Josephine Crane Bradley and The Sacred Sacrifice", in which he used the symbols to symbolize his religious beliefs and patriotism in his artwork. Bradley" (Figure 2), the three elements of the circle, the falcon, and the linden leaf, representing the Czechoslovak and Slavic peoples, were indispensable symbolic elements in Mucha's emphasis on the Slavic image.



Figure 2: Josephine Klein Bradley

Graphic symbols are very important elements in visual communication design, which have diverse

external forms and are characterized by image and intuition. Designers can give full play to the characteristics of graphic symbols, through the reasonable use of product-related images and product symbols to lead consumers to produce consumer associations, so as to achieve emotional resonance [3].

Color matching: Most of Mu Xia's graphic posters are created using color lithographs, in which high-purity and high-brightness colors can help enrich the effect of the picture, and are more able to directly and favorably express the emotions that the author wants to express [4]. Mu Xia is very good at the expression of color emotion, he is good at using pure color, high purity and high brightness color combination, resulting in bright and vivid hues, giving a strong visual impact. Mu Xia's "Gemstones" quadriptych (Figure 2) uses flat colors and bold contour lines to depict the figures, creating a sense of beauty through the contrast and fusion of colors, and combined with the symbolic meaning of the colors, the whole piece of artwork creates a visual and spiritual impact on the viewer.

Color itself gives people a sense of beauty, and different colors will trigger different emotional responses. Combining packaging design with color can bring different emotional experiences to consumers. Designers can stimulate consumers to make color associations by adjusting the brightness and saturation of packaging colors, and give colors special symbolic meanings to stimulate consumers' emotional resonance. At the same time, color can also be combined with graphic symbols to better convey emotions.



Figure 3: "Jewel" Tetralogy

Composition and decoration: Composition plays an important role in enriching the picture and enhancing the sense of beauty, i.e., by adjusting the positional relationship between the characters and the decorative elements in the picture space to integrate them into a whole, and ultimately express the creator's ideas. Alphonse Mucha's decorative art creates a different sense of space in the layout of the picture, which can show the diversity of female beauty more prominently through the picture [5]. Mu Xia in the creation of O-shaped and Q-shaped composition, the use of circular patterns and women combined together, this composition with decorative patterns to the female image in the picture with a layer of mysterious veil, creating a kind of sacred religious colors, through this composition to deal with the relationship between the character image and decorative elements, to play a prominent female image, to strengthen the effect of the expression of emotion (Figure 3).

Studying the composition of Mu Xia's artwork can give designers a lot of useful inspiration, especially in packaging design through the integration of elements, maximize the function of packaging to consumers to convey product information, and visually give consumers a comfortable, convenient feeling. The integration of composition and decoration in product packaging design gives full play to the functions of the main object and decorative elements, and accurately conveys product functions and information to consumers.

5. The Innovative Application of Muxia Art Style in Emotional Packaging Design

5.1 The innovation of illustration art style

Illustration is widely used in product packaging design for its high integration, diverse expression methods and rich expression connotation. In the current consumer culture, consumers have higher

requirements for the emotional experience of product packaging, and pay more attention to the illustration design in the packaging and the brand image of the product conveyed, which requires designers to combine the consumption needs and aesthetic interests of different consumers, innovate the expression of illustration art style, and carry out purposive and innovative design of its painting style and painting method.

In terms of painting style, Mu Xia uses curves to depict the beauty of natural flow on women's physique, and combines the theme of the work with thoughts and emotions through color matching, so that the picture of the illustration work matches naturally and harmoniously. Designers should make innovative designs by learning Mu Xia's illustration style and the needs of different consumer groups. For example, for children's consumer groups, designers can take the cute and lovely illustration painting style, which not only meets the children's psychological needs, but also allows them to understand the product information intuitively and simply. At the same time, designers can also combine the current popular national trend style, ancient style illustration painting style with Mu Xia's illustration painting style to carry out innovative design; in the painting style, Mu Xia is both an artist and a photographer, he will use photographic technology as an auxiliary tool for the creation of paintings, in the process of creation of subjective processing of paintings, so that there is a certain sensory distinction with the photographs, while adding his own original artistic features in the picture. adding his own original artistic features to the picture. With the development of photographic technology, he boldly used color, optical expression of their emotions, naturalism into the creation of the design style is more popular than the original realistic painting style [2]. The continuous development of science and technology not only enriches the way of illustration, but also provides more creative space for designers. Designers should make full use of the existing science and technology to innovate the illustration painting method, take digital illustration as an example, through the way of computer drawing to the packaging design has brought more forms of expression and artistic creativity, so that the appearance of the packaging of the product is more aesthetic and attractive.

The perfect combination of packaging design and illustration can let consumers understand the product information more intuitively, and at the same time, let consumers get mental pleasure when shopping and consuming. But too much pursuit of artistic expression of illustration and ignore the concept of the product itself to convey, such a design not only cannot achieve the effect of its expression, but also difficult to be recognized by consumers. Therefore, in the product packaging design, the use and combination of illustration needs to be consistent with the image of the product and the sales concept, but also take into account the aesthetic and emotional needs of consumers.

5.2 Innovation of symbolic expression

Nowadays, with the needs of national policy and social development, green, ethnic and personalized product packaging has become the current design trend. Mu Xia used the symbolic expression of graphics, color and composition to integrate religious beliefs and national emotions into artistic creation, which not only meets the needs of commercial development at that time, but also expresses its own spiritual connotation. In the study of Mu Xia's symbolic expression, designers should continue to innovate according to the current design trends, so that it can effectively convey the product packaging information at the same time, to convey the emotions contained in the packaging itself. For example, through the integration of traditional national culture graphic symbols, colors and so on to stimulate the consumer's national emotional identity; combined with the color, material matching to convey the product green sales concept; the use of graphics, color symbols to cater to the consumer's personalized needs and so on.

The continuous emergence of new technologies and materials makes the graphic symbol elements and color matching methods in packaging more diversified. Designers should learn and study the symbolism in Muxia's art works, innovate its application in the emotional design of packaging, and seek emotional resonance with consumers through the symbolic expression of graphics, color and composition to draw the distance between the product and the consumer, and promote the sales of the product.

6. Conclusion

From the trend of social development and human's own development, with the more abundant material wealth in the future, human's spiritual needs and individuality requirements are getting

stronger and stronger ^[6]. The integration of emotional concepts into packaging design to meet the emotional needs of consumers and aesthetic interest has become a major trend. Studying the application of Mu Xia's artistic style in emotional packaging design can provide designers with rich design ideas and inspiration, and largely enhance the aesthetic value and application value of product packaging design. However, the application and expression of Mu Xia's artistic style does not require designers to carry out pure imitation, but to combine with the product itself and the real needs of innovative packaging design.

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