The design of plastic bags should not only meet the functional needs, but also pursue visual beauty. High quality packaging design is usually characterized by simplicity and creativity. The design process should take into account the overall image of the brand, including the use of elements such as color, pattern and font.

In addition, color psychology also plays an important role in packaging design. Different colors can elicit different emotional responses from consumers. For example, blue usually makes people feel trustworthy and professional, green symbolizes nature and health, and red stimulates the appetite and triggers the desire to buy. Therefore, when choosing a color match, designers need to carefully consider the brand positioning and the psychological needs of the target customer.

When designing patterns, you can use unique illustrations or graphics to make products stand out from similar products. Exaggerated visual elements can attract the attention of consumers, while simple and sophisticated design will give people a high-end feeling.

Reusable and recyclable functions are becoming a new trend in packaging design, so the use of zipper plastic bags has become more and more consumers pay more attention to creating sustainable packaging not only in line with market demand, but also to enhance the brand image.

In the design of information transmission, the use of two-dimensional code is also an innovative way. By printing two-dimensional code on the bag, consumers can obtain more product information, use skills or promotion activities by scanning the two-dimensional code anytime and anywhere, thus enhancing the user's sense of participation and interaction.