



包装的发展历程 Evolution of Packaging





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包装设计作为产品整体形象的重要组成部分，一直以来在市场中发挥着至关重要的作用。

Packaging design, an essential component of a product's overall image, has always played a crucial role in the marketplace.



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从古代到现代，包装设计经历了不同时期的发展和变革，逐渐形成了今天我们所见到的多样化形态。

From ancient times to the present, packaging design has undergone various periods of development and transformation, gradually evolving into the diverse forms we see today.



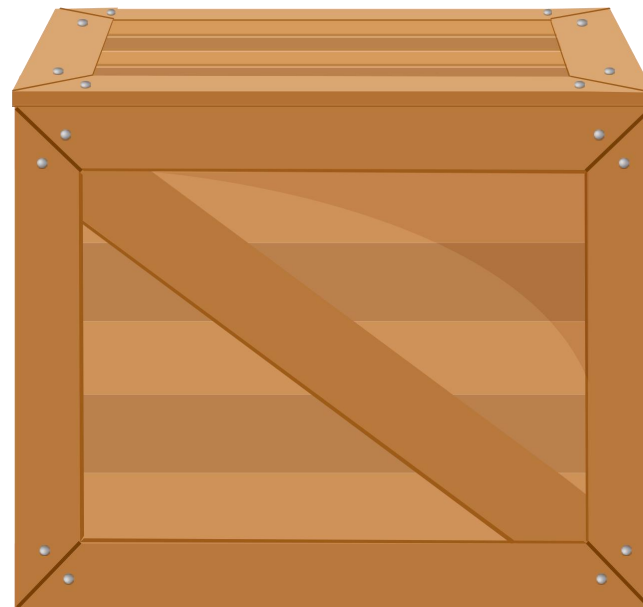


1. 古代包装

1. Ancient Packaging

在古代，由于生产力和技术水平的限制，包装设计主要侧重于保护和储存产品，以及方便携带和运输。

In ancient times, due to limitations in productivity and technology, packaging design primarily focused on protecting and storing products, while also ensuring convenience for carrying and transport.





1. 古代包装 1. Ancient Packaging



最早的包装可以追溯到公元前5000年左右的古代埃及，当时人们使用草绳和纸莎草纸将商品包裹起来。

The earliest forms of packaging can be traced back to around 5000 BC in ancient Egypt, where people used grass ropes and papyrus to wrap goods.



1. 古代包装

1. Ancient Packaging

在中国古代，人们也使用竹筒、葫芦、陶瓷等材料作为包装容器。古代包装设计以自然材料为主，追求实用性和耐久性，同时也体现了当时的文化和艺术风格。

In ancient China, materials like bamboo tubes, gourds, and ceramics were used as packaging containers. Ancient packaging design predominantly utilized natural materials, emphasizing practicality and durability while also reflecting the cultural and artistic styles of the time.





2. 工业革命时期

2. The Industrial Revolution

工业革命的到来为包装设计带来了巨大的变革。机器大行其道，生产效率大大提高，包装设计也开始走向标准化和机械化生产。钢铁、玻璃、陶瓷等现代材料开始得到广泛应用，新型印刷技术的出现也使得包装印刷更加精美。

The advent of the Industrial Revolution brought about significant changes in packaging design. With the widespread use of machines, production efficiency greatly increased, leading to the standardization and mechanization of packaging design. Modern materials such as steel, glass, and ceramics became widely used, and the emergence of new printing technologies made packaging prints more intricate and beautiful.





2. 工业革命时期 2. The Industrial Revolution



同时，包装设计也开始与产品销售密切结合，成为产品营销策略中的重要一环。这一时期的典型案例是可口可乐的瓶身设计，其简洁、明快、色彩鲜明的风格成为了品牌识别的代表。

At the same time, packaging design began to integrate closely with product sales, becoming a critical element of marketing strategies. A notable example from this period is the design of the Coca-Cola bottle, whose simple, vibrant, and colorful style became a symbol of brand identity.



3. 20世纪初至中期

3. Early to Mid-20th Century

- 20世纪初至中期是包装设计发展的重要时期。一战和二战对全球经济和贸易造成了巨大影响，也进一步促进了包装设计的发展。
- The early to mid-20th century was a significant period for the development of packaging design. World War I and World War II had a tremendous impact on the global economy and trade, further driving the development of packaging design.



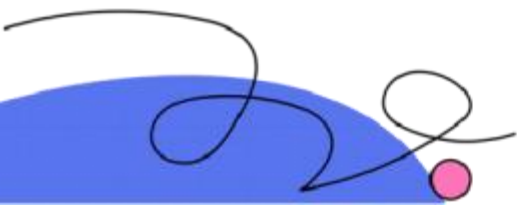


3. 20世纪初至中期

3. Early to Mid-20th Century

这个时期出现了许多新的包装设计和元素，以满足战争和民众的需求。
例如，便携式药品包装和军用食品包装的出现适应了战争的需要。

This period saw the emergence of numerous new packaging designs and elements to meet the needs of both the war and the general populace. For example, the advent of portable medicine packaging and military food packaging addressed wartime needs.





3. 20世纪初至中期

3. Early to Mid-20th Century

同时，为了满足民众的基本生活需求，得到了广泛应用。这些包装设计在满足实用性的同时，也体现了当时的社会和审美观念。

At the same time, these designs were widely adopted to meet basic daily needs of the public. These packaging designs not only served practical purposes but also reflected the contemporary social and aesthetic values.





4. 20世纪后期至今

4. Late 20th century to present

20世纪后期至今是包装设计发展的黄金时期。随着科技的进步和社会需求的变化，包装设计也不断追求创新和变革。

The late 20th century to the present is considered the golden age of packaging design development. With technological advancements and changing social demands, packaging design continuously seeks innovation and transformation.



4. 20世纪后期至今

4. Late 20th century to present

这个时期出现了许多具有代表性的包装设计风格和理念，如极简主义、绿色环保、人性化等。

This period has seen the rise of many iconic packaging design styles and concepts, such as minimalism, eco-friendliness, and human-centric design.





4. 20世纪后期至今

4. Late 20th century to present

同时，数字技术的广泛应用也为包装设计带来了新的机遇和挑战。例如，可变数据印刷、RFID等技术使得包装可以提供更加个性化的信息和服务；数字建模和3D打印技术的出现也使得包装设计更加精准和多样化。

Meanwhile, the widespread application of digital technology has brought new opportunities and challenges to packaging design. For example, technologies like variable data printing and RFID have enabled packaging to provide more personalized information and services; the emergence of digital modeling and 3D printing has also made packaging design more precise and diverse.



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watching.

