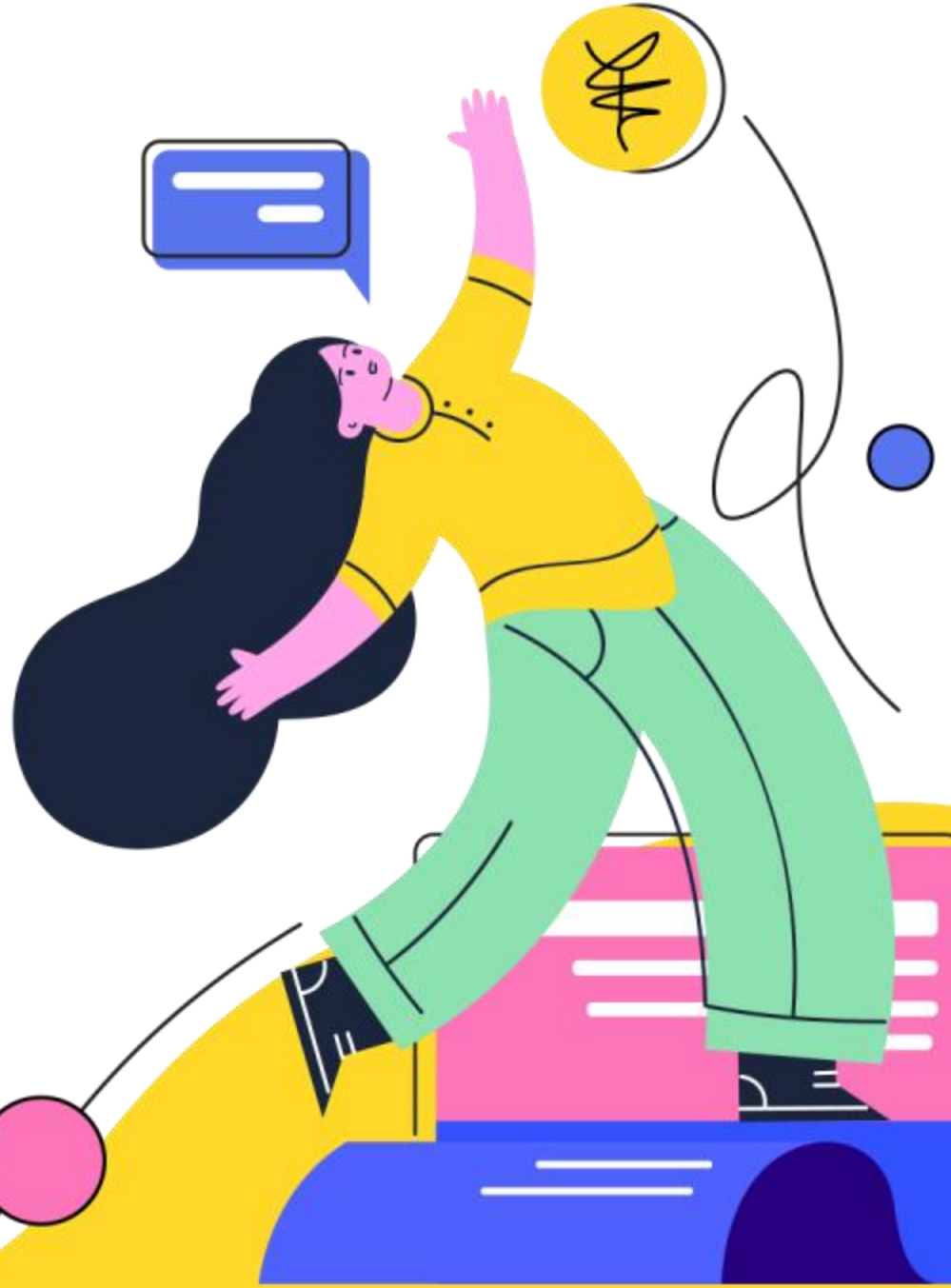
产品包装设计流程
Packaging Design Process



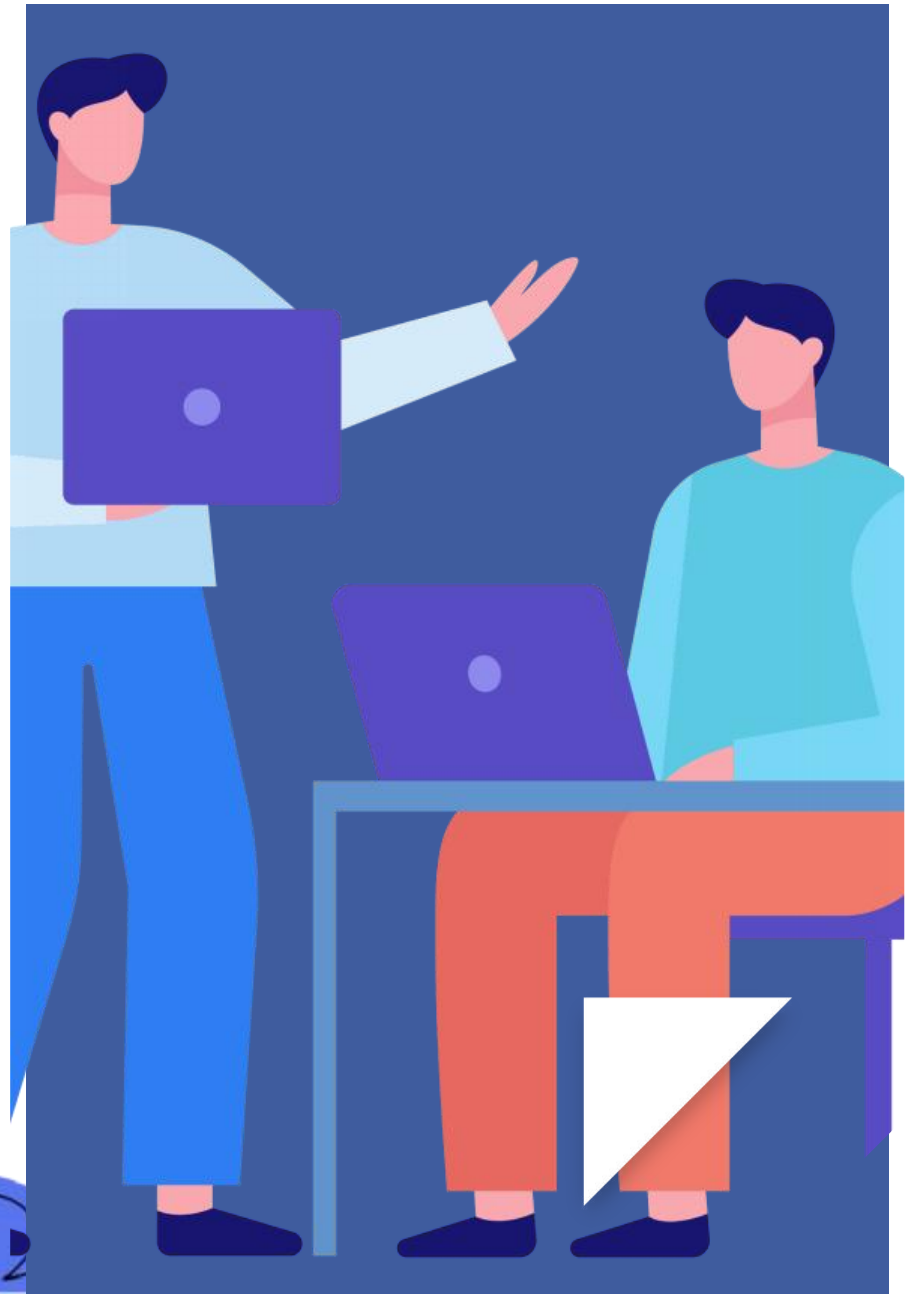
产品包装设计是产品整体形象的重要组成部分，好的包装设计不仅可以提高产品的附加值和市场竞争力，还可以增强消费者对产品的信任感和购买欲望。

Product packaging design is a crucial aspect of a product's overall image. Good packaging design can not only increase the product's added value and market competitiveness but also enhance consumers' trust and desire to purchase.

1. 需求分析
1. Needs Analysis

需求分析是产品包装设计的第一步，主要包括对产品定位、目标用户、竞争对手、包装形态和功能等方面的分析。

Needs analysis is the first step in product packaging design. It mainly includes analyzing the product's positioning, target users, competitors, packaging form, and functionality.



一、需求分析
I. Needs Analysis

在需求分析阶段，需要通过市场调研、用户调研等手段，深入了解目标用户的需求和心理，从而为后续的设计工作提供有力的依据。

During the needs analysis phase, market research and user research are conducted to gain deep insights into the target users' needs and psychology, providing a strong foundation for subsequent design work.

2. 概念设计
2. Concept Design

- 概念设计主要是基于品牌形象和市场定位，设计出符合产品特性和市场需求的包装样式、颜色、材料等元素。
- Concept design is primarily based on brand image and market positioning, creating packaging styles, colors, and materials that match the product's characteristics and market demands.

2. 概念设计
2. Concept Design

同时，概念设计还需要考虑到包装的环保性、安全性、实用性和成本控制等因素，以实现最佳的设计效果。

Additionally, concept design must consider factors such as environmental friendliness, safety, practicality, and cost control to achieve optimal design results.

3. 详细设计
3. Detailed Design

详细设计是在概念设计的基础上，进一步细化包装设计的过程。

Detailed design further refines the packaging design based on the concept design.

详细设计需要注重整体效果，力求在实现美感的同时，兼顾实用性。

Detailed design must emphasize the overall effect, striving to balance aesthetics with practicality.

这包括对包装盒型、结构、外观、文字、图形等方面的具体设计，以及考虑包装与产品的适配性、用户体验等因素。

This includes specific designs for the packaging box shape, structure, appearance, text, and graphics, as well as considering the fit between the packaging and the product, and the user experience.

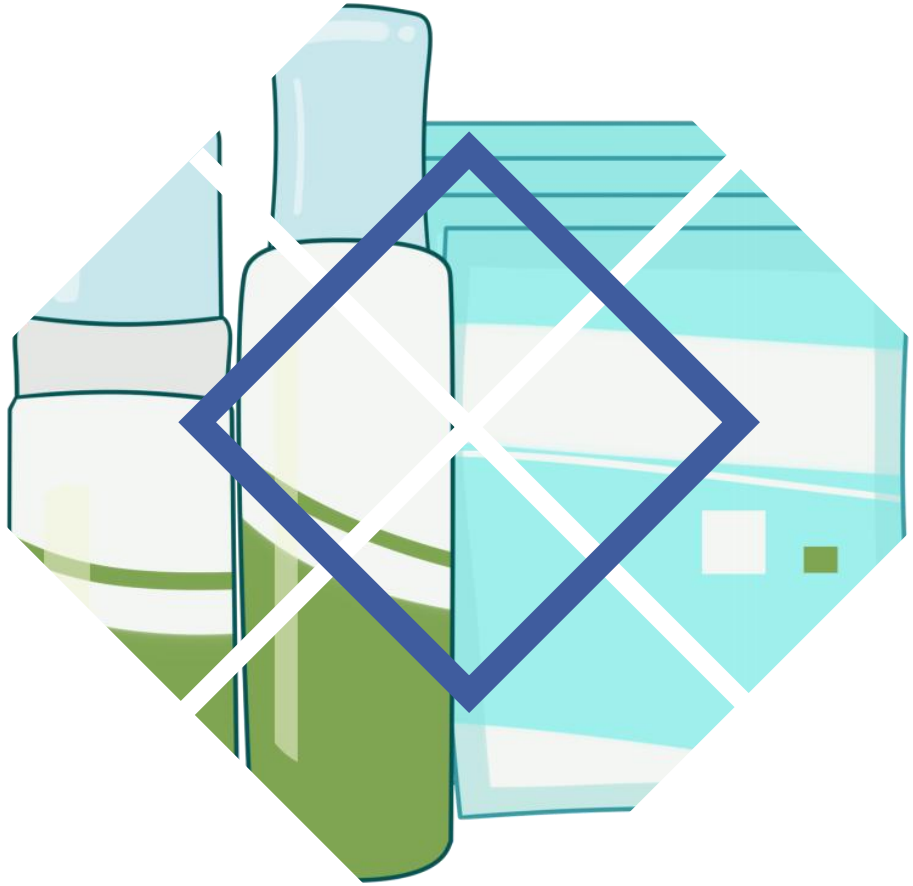
4. 材料选择

4. Material Selection

- 在选择包装材料时，需要考虑到成本、质量、美观度和环保性等因素。
- When selecting packaging materials, factors such as cost, quality, aesthetics, and environmental friendliness must be considered.

4. 材料选择
4. Material Selection

- 具体来说，需要结合产品的特性和定位，选择适当的材料和工艺，确保包装不仅可以有效保护产品，而且能够提升产品的附加值和市场竞争力。
- Specifically, it is necessary to consider the characteristics and positioning of the product when choosing appropriate materials and processes. This ensures that the packaging not only effectively protects the product but also enhances its added value and market competitiveness.



5. 样品制作
5. Sample Production

样品制作是将设计理念变为现实的关键步骤。在此阶段，需要根据设计方案，制作出实际的包装样品，并进行多次修正和完善。

Sample production is the key step in turning a design concept into reality. At this stage, actual packaging samples are produced based on the design plan, undergoing multiple adjustments and refinements.

5. 样品制作
5. Sample Production

样品制作需要注重精度和效果，同时也要考虑到生产流程和工艺的可行性。样品一旦得到确认，就可以进入批量生产阶段。

Precision and effect are crucial in sample production, while also considering the feasibility of the production process and techniques. Once the sample is confirmed, it can move into the mass production phase.

6. 批量生产
6. Mass Production

批量生产需要注重品质控制和成本控制，同时也要确保按时交货。

Mass production requires a focus on quality and cost control, along with ensuring timely delivery.

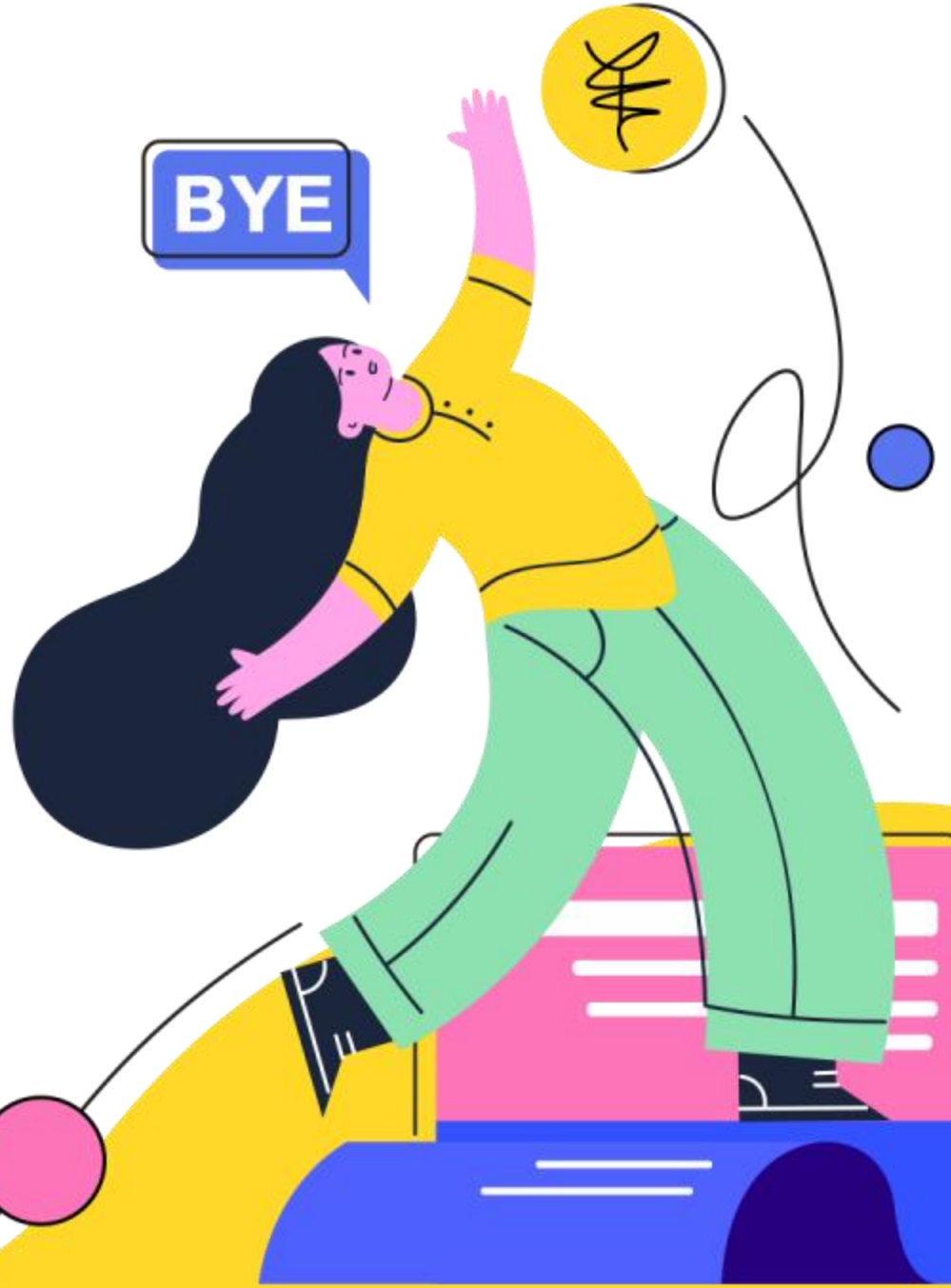
生产过程中要对原材料的采购、加工、运输等环节进行严格把关，确保产品质量和生产效率。

During the production process, strict monitoring of raw material procurement, processing, and transportation is necessary to ensure product quality and production efficiency.

6. 批量生产
6. Mass Production

产品包装设计流程是一个系统而全面的过程，每个环节都关系到最终的设计效果和产品质量。

The product packaging design process is systematic and comprehensive, with each stage affecting the final design outcome and product quality.

感谢各位的观看

Thank you for watching.