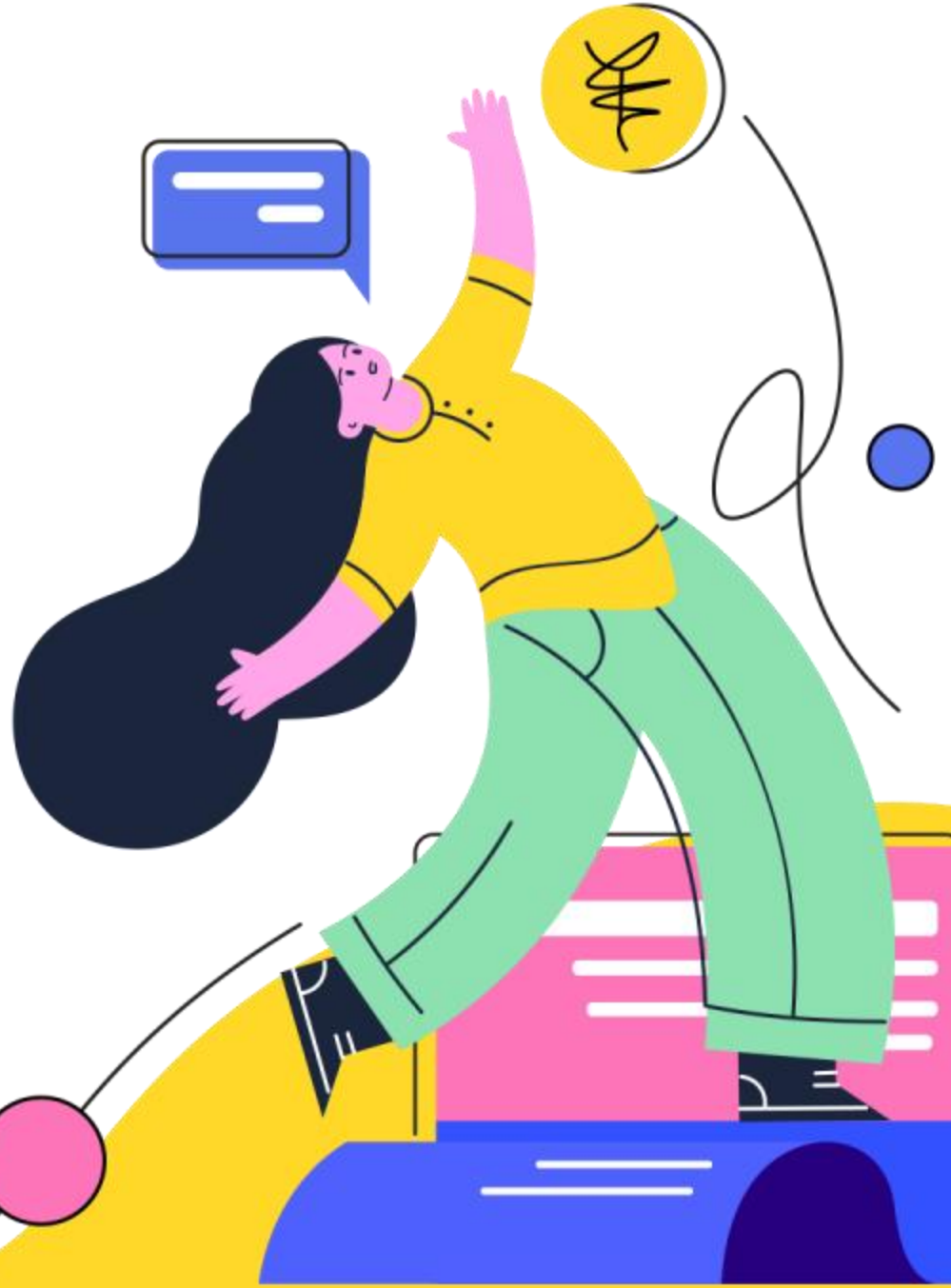
容器造型设计的基本要求

Basic Requirements of Container Design



容器造型设计在产品包装、储存和运输等领域扮演着重要角色。

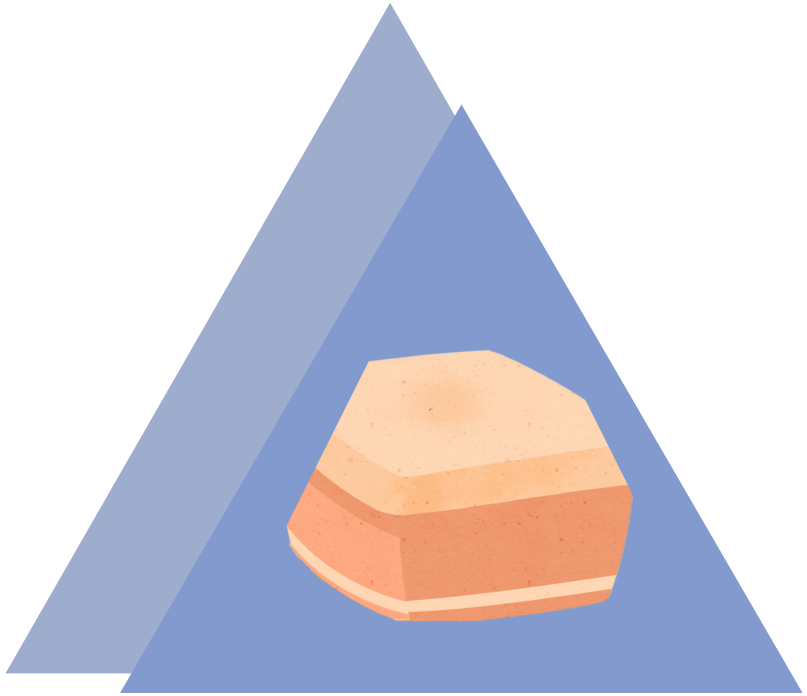
Container design plays a crucial role in product packaging, storage, and transportation.

一个优秀的容器造型设计需要考虑多方面因素：

An excellent container design needs to consider multiple factors:

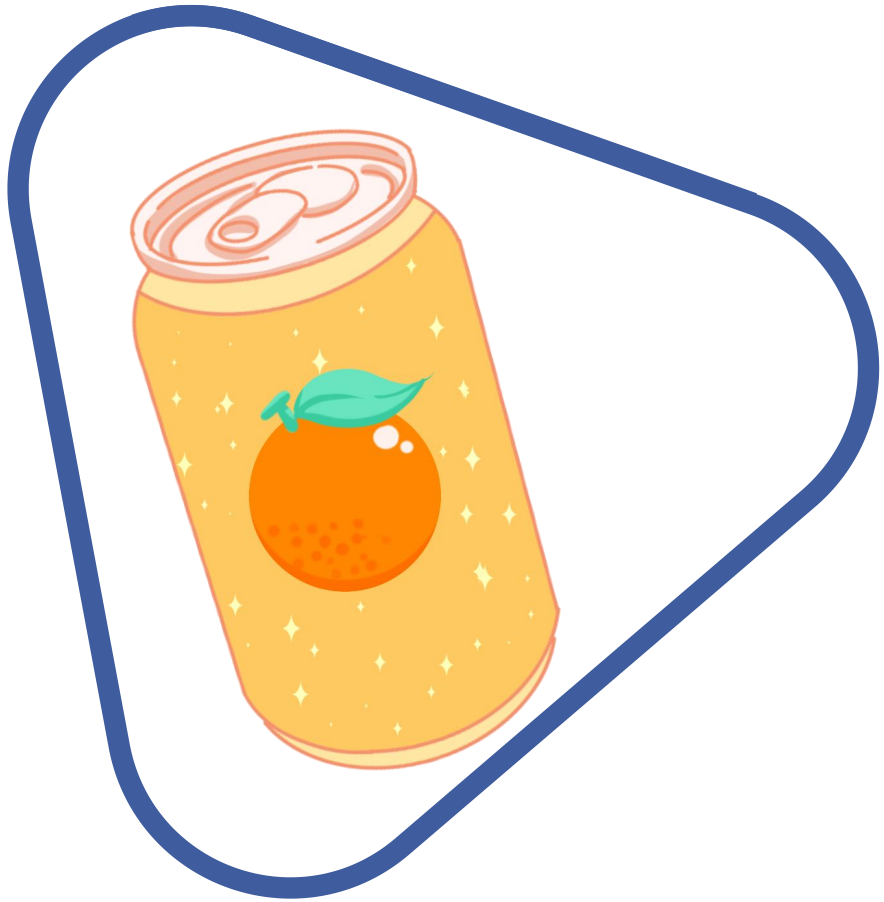
1. 功能性
1. Functionality

- 容器造型设计的功能性要求主要体现在以下方面：
- The functional requirements of container design are mainly reflected in the following aspects:
- 容积：容器需要根据所承载物品的体积来设计，以确保足够的储存空间。
- Volume: The container must be designed according to the volume of the items to ensure sufficient storage space.



1. 功能性
1. Functionality

- 外观：容器外观应简洁明了，方便用户识别和选择。同时，外观设计还应考虑到容器在堆叠、摆放和展示时的稳定性。
- Appearance: The container's appearance should be simple and clear, making it easy for users to identify and select. Additionally, the design should ensure stability when the container is stacked, placed, or displayed.



1. 功能性
1. Functionality

手感：容器造型设计应考虑手持舒适度，以减少用户在使用过程中的疲劳感。

Feel: The container design should consider the comfort of handling to reduce user fatigue during use.

2. 安全性
2. Safety

- 容器造型设计的安全性要求不容忽视，主要包括以下方面：
- The safety requirements of container design are essential and mainly include the following aspects:
- 耐摔：容器应具备一定的耐摔性能，以应对运输和搬运过程中的冲击和振动。
- Drop resistance: The container should have a certain degree of drop resistance to withstand impacts and vibrations during transport and handling.

2. 安全性
2. Safety

- 防爆：对于某些易燃、易爆或有毒的物品，容器应具备相应的防爆、防毒等功能，以保障用户的安全。
- Explosion-proof: For items that are flammable, explosive, or toxic, the container must have corresponding explosion-proof and anti-toxic functions to ensure user safety.
- 抗压力：对于需要长时间储存的物品，容器应具备足够的抗压力，以防止物品受压变形或损坏。
- Pressure resistance: For items that require long-term storage, the container must be sufficiently pressure-resistant to prevent deformation or damage.

3. 美观性
3. Aesthetics

- 容器造型设计的外观美观性要求可以增加产品的吸引力，提高用户的购买欲望。容器造型应造型美观、简洁流畅，富于现代感或古典美，以吸引用户的注意力。
- The aesthetic requirements of container design can enhance product appeal and increase user purchase desire. The container design should be aesthetically pleasing, simple, and smooth, exuding modern or classical beauty to attract users' attention.

4. 人体工程学

4. Ergonomics

要求关注使用者的感受，以提高使用体验和效率。容器的尺寸和形状应该根据大多数用户的手掌握持舒适度来设计，以减少长时间使用的疲劳感。容器应具备易于开启、关闭、搬运和展示等特性，以方便用户使用。

Focus on the user's experience to improve usability and efficiency. The size and shape of the container should be designed to fit the comfort of most users' hand grips, reducing fatigue from extended use. The container should be easy to open, close, carry, and display, ensuring convenient use for the customer.

5. 环保性

5. Environmental Friendliness

容器所采用的材料应该符合环保标准，如可降解、无毒无味等。同时，应优先选择可循环利用的材料。

The materials used for the container should meet environmental standards, such as being biodegradable, non-toxic, and odorless. Additionally, recyclable materials should be prioritized.

5. 环保性
5. Environmental Friendliness

容器的设计应该考虑到方便回收和再利用，以提高容器的生命周期和减少对环境的负担。
The design of the container should consider ease of recycling and reuse to extend its lifecycle and reduce environmental impact.

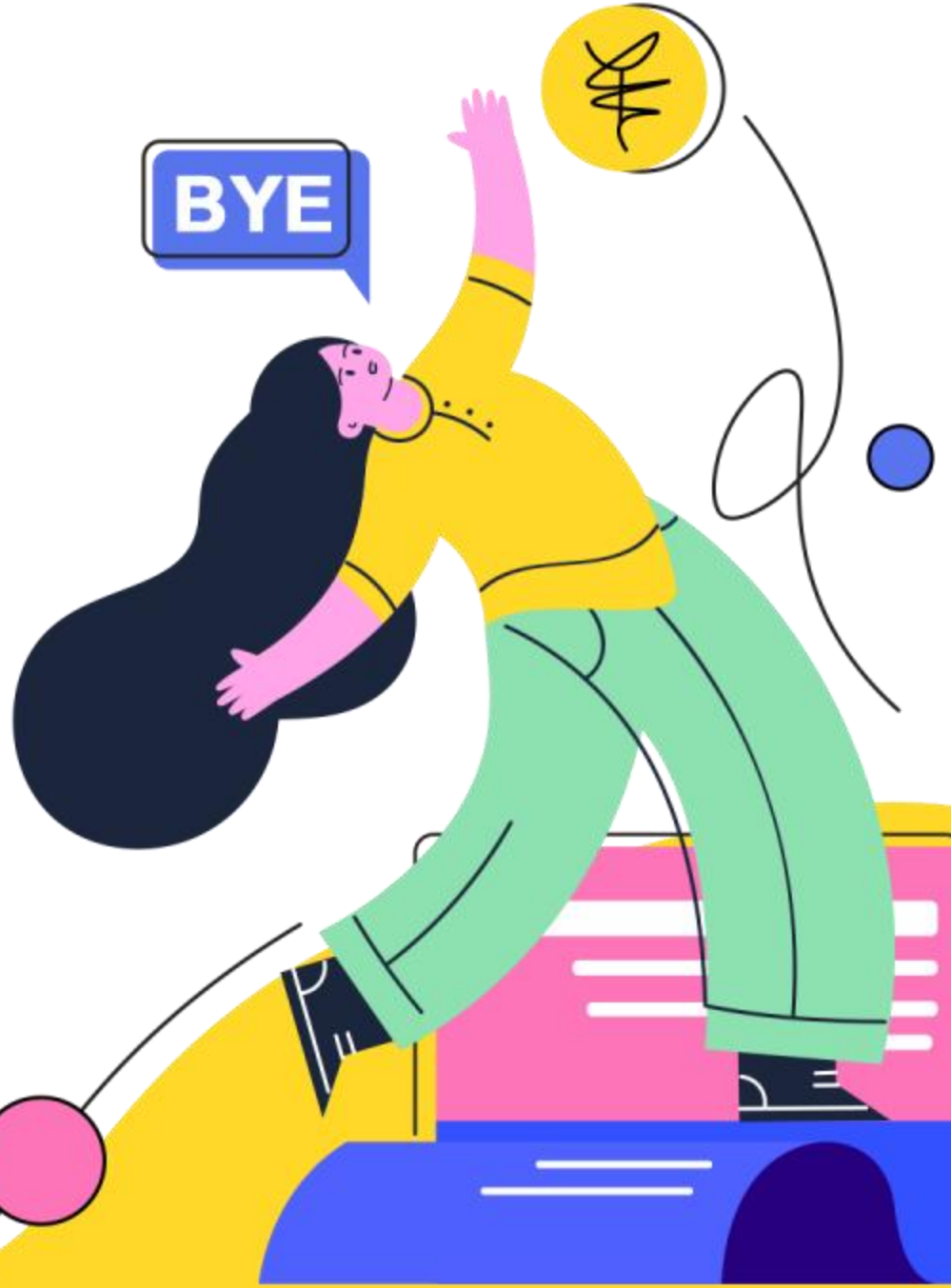
6. 经济性
6. Cost Efficiency

容器的设计应该在满足各项要求的同时，尽可能降低制作成本，以提高产品的竞争力。容器造型设计应该根据市场需求和竞争情况，制定相应的销售策略，以提高产品的销售量和市场占有率。

The container's design should aim to lower production costs while meeting all requirements, thereby enhancing product competitiveness. The design of the container should be based on market demand and competitive factors, developing sales strategies to boost sales and market share.

为了满足用户对产品的多元化需求，设计师需要在综合考虑各项基本要求的基础上进行创新和优化，以打造出既实用又具有市场竞争力的容器造型。

To meet the diverse needs of users, designers need to innovate and optimize the container design while considering basic requirements, creating practical and competitive products.

感谢各位的观看

Thank you for watching.