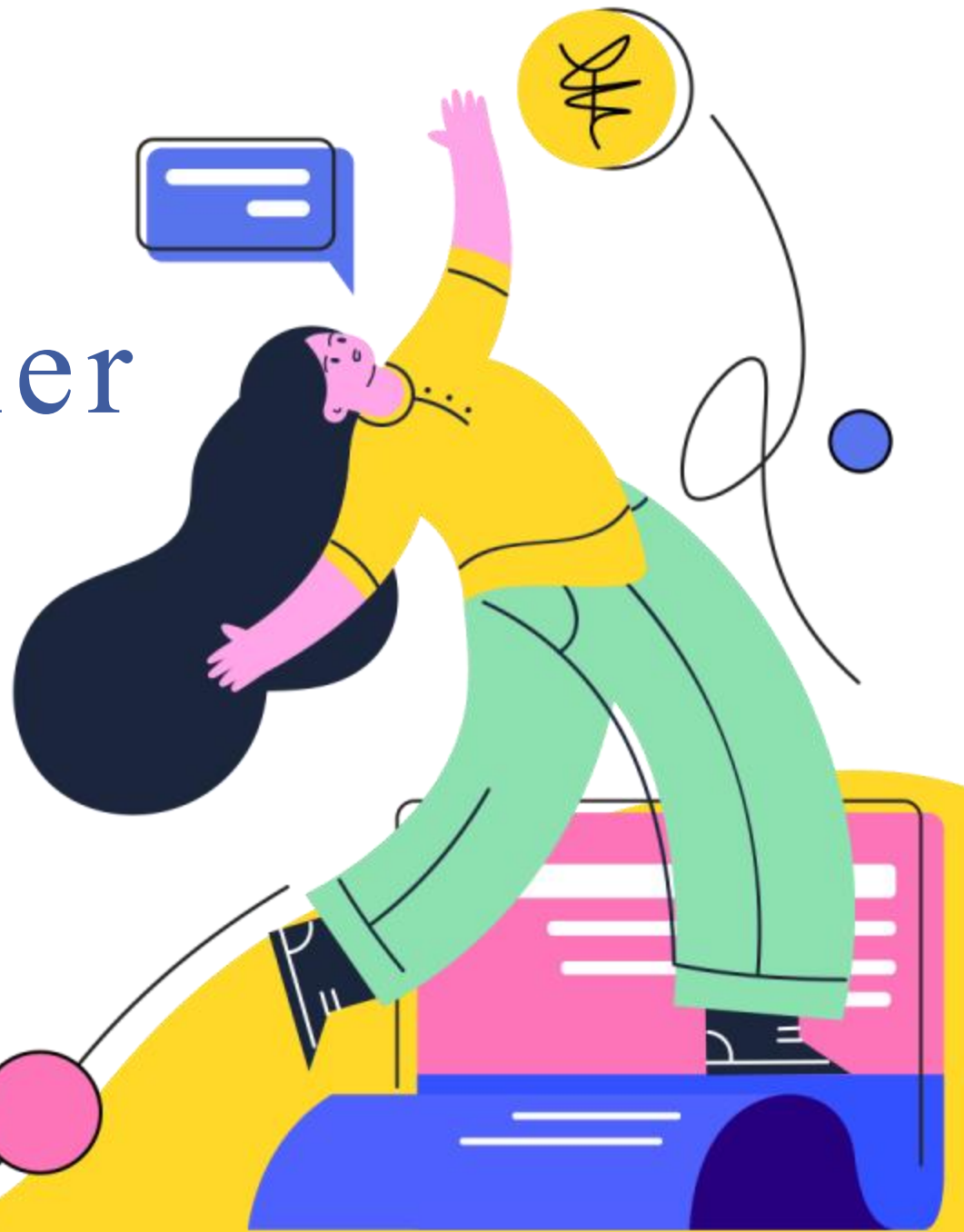




包装容器造型构成

Packaging Container Design and Structure





包装容器造型是产品包装设计的重要组成部分，其构成要素主要包括形状、色彩和材料。

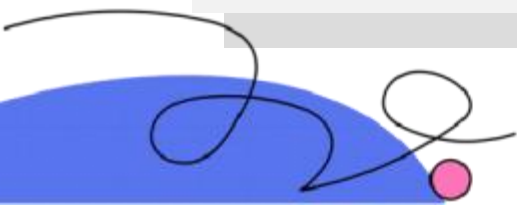
The design of packaging containers is a crucial part of product packaging design. Its main elements include shape, color, and material.



1. 形状

1. Shape

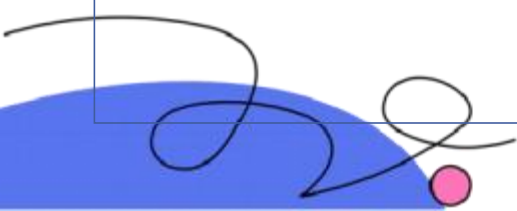
- 形状不仅关系到容器的外观美感，还影响到容器的功能性和使用体验。
- Shape not only affects the aesthetic appeal of the container but also impacts its functionality and user experience.
- 形状主要分为外观形状和容积形态。
- Shape can be mainly categorized into exterior appearance and internal volume.





1. 形状 1. Shape

- 外观形状可以根据产品的特性和目标受众来设计。例如，为了体现简约时尚感，可以采用直线和几何形状的组合；为了营造优雅高端的氛围，可以使用曲线和流畅的线条。
- The exterior appearance can be designed based on the product's characteristics and target audience. For example, to convey a minimalist and modern feel, a combination of straight lines and geometric shapes can be used; to create an elegant and high-end ambiance, curves and fluid lines are preferred.





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1. 形状 1. Shape

- 此外，还可以根据特定主题或文化元素来设计容器外观形状，以增加包装的吸引力和认知度。
- Additionally, the exterior shape can be designed to reflect specific themes or cultural elements, enhancing the packaging's appeal and recognition.



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1. 形状

1. Shape

- **容积形态**是指容器内部的空间设计。不同类型的产品需要不同大小的容器来容纳，而容器的内部形态也需要根据产品的特点和储存需求来设计。
- **Internal volume** refers to the design of the container's internal space. Different types of products require containers of varying sizes, and the internal shape needs to be designed according to the product's characteristics and storage requirements.





2. 色彩

2. Color

- 色彩可以突出品牌特色，增加产品的辨识度，还能影响消费者的购买决策。
- Color can highlight brand features, increase product recognition, and influence consumer purchasing decisions.
- 色彩需要注意颜色种类、配色方案、色彩情感。
- Attention should be paid to the types of colors, color schemes, and the emotional impact of colors.





2. 色彩

2. Color

包装容器的颜色可以根据产品的特点、目标受众和品牌形象来选择。

The color of packaging containers can be chosen based on the product's features, target audience, and brand image.



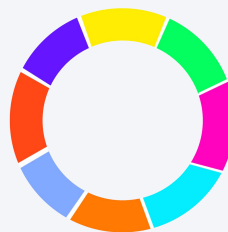


2. 色彩 2. Color



配色方案可以分为相似色搭配、互补色搭配和渐变色搭配等几种方式。相似色搭配即在色相环上选择相邻的颜色进行搭配；互补色搭配则是选择色相环上相对的颜色进行搭配；渐变色搭配则是在一种或多种颜色之间逐渐过渡，以产生一种视觉上的和谐感。

Color schemes can be categorized into analogous color schemes, complementary color schemes, and gradient color schemes. Monochromatic color schemes involve pairing adjacent colors on the color wheel; complementary color schemes pair opposite colors on the wheel; and gradient color schemes transition smoothly between one or more colors to create a visually harmonious effect.

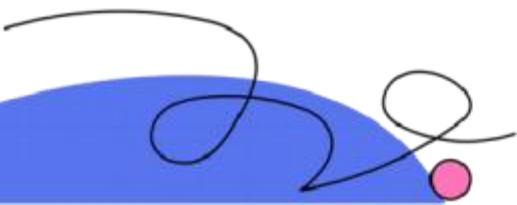




2. 色彩 2. Color

不同的颜色会给人们带来不同的情感体验。例如，红色可以引发人们的热情和兴奋感；蓝色则能够给人平静、安全的感觉；绿色常常被用来代表健康和环保。

Different colors evoke different emotional experiences in people. For example, red can invoke feelings of passion and excitement; blue tends to provide a sense of calm and security; green is often used to represent health and environmental friendliness.





2. 色彩 2. Color

在包装容器设计中，应充分考虑不同色彩所代表的情感，以便更好地传达产品信息并影响消费者的购买行为。

In packaging design, it is crucial to consider the emotions represented by different colors to effectively communicate product information and influence consumer purchasing behavior.



3. 材料

3. Materials

- 包装容器的材料主要包括纸张、塑料、玻璃和金属等几种。
- Materials commonly used for packaging include paper, plastic, glass, and metal.
- 不同材料的特性和优缺点各不相同，需要根据实际需求来选择。为了达到更好的包装效果，往往需要将不同的材料组合在一起使用。
- The characteristics, advantages, and disadvantages of different materials vary; therefore, the choice of material should be based on specific requirements. To achieve better packaging results, different materials are often combined.





3. 材料

3. Materials

例如，在纸盒包装中，可以将纸张与塑料膜或金属箔等材料进行组合，以达到防水、防潮或增加强度等效果。

For instance, in carton packaging, paper can be combined with plastic film or metal foil to achieve waterproofing, moisture resistance, or increased strength.

3. 材料

3. Materials

- 不同材料的加工工艺也会影响到包装容器的质量和成本。因此，在选择材料时，需要充分考虑其工艺特点和适用范围，以确保制作出高质量且具有竞争力的产品包装。
- The manufacturing processes of different materials also affect the quality and cost of the packaging. Therefore, when selecting materials, it is essential to consider their processing characteristics and suitability to ensure high-quality, competitive product packaging.





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watching.

