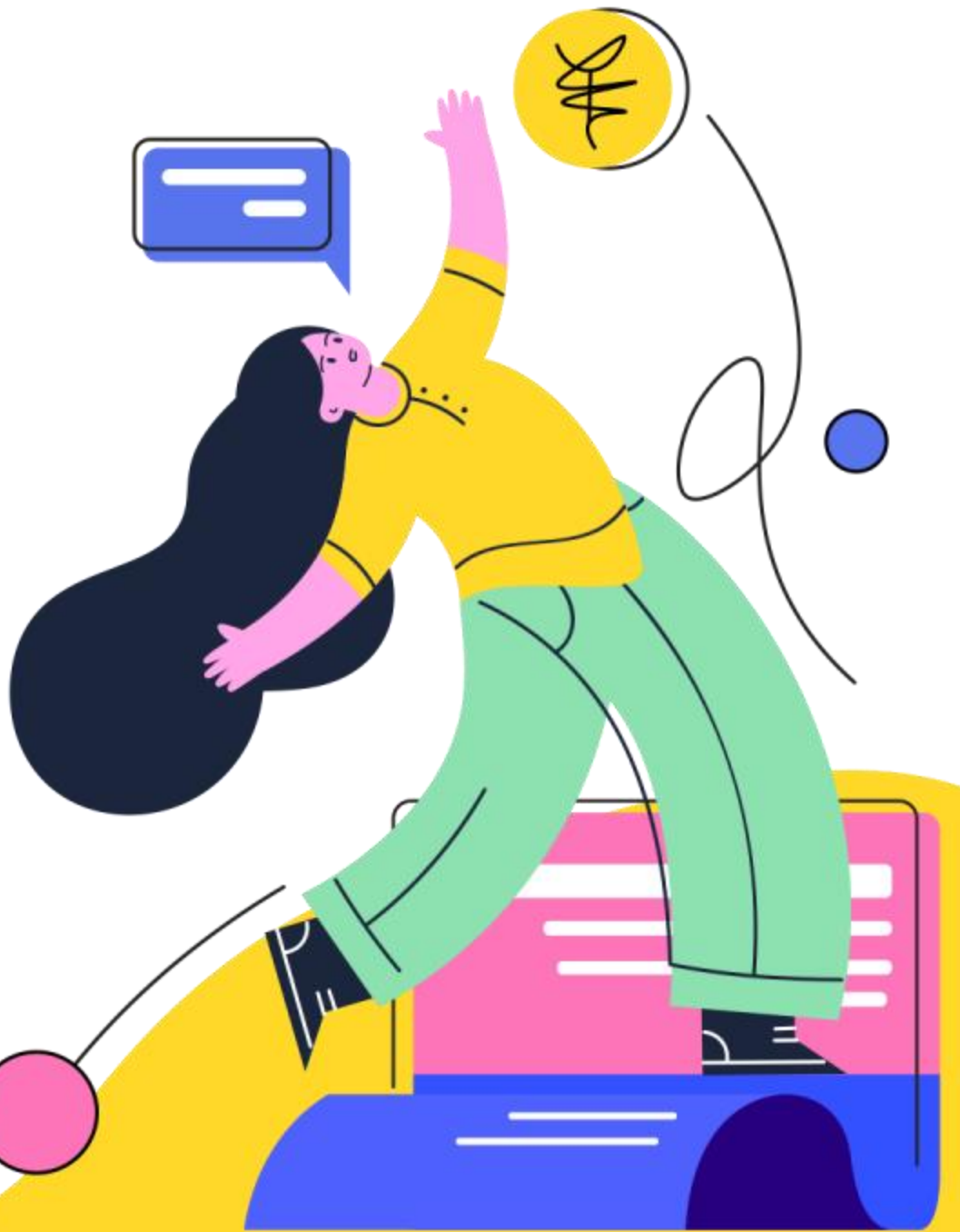




广西经贸职业技术学院  
Guangxi Economic and Trade Vocational Institute

# 包装装潢设计

## Packaging Decoration Design





- 包装装潢设计需要把握色彩在包装装潢设计的主要作用。
- Packaging decoration design needs to grasp the primary role of color.
- 利用色彩的感性传达，色彩各种色调、明暗调的应用，以设计出有美感的产品包装。
- By leveraging the emotional conveyance of colors, and the application of various shades and tones, designers can create aesthetically pleasing product packaging.





包装装潢设计主要包括：

Packaging decoration design mainly includes:



# 1. 包装色彩设计

## 1. Packaging Color Design

包装色彩设计是整个包装装潢设计中非常重要的一环，它能够提高产品的吸引力和印象分。

Packaging color design is a crucial component of the entire packaging decoration design. It can enhance the product's attractiveness and impression.

色彩设计过程中，需要考虑产品的特点、市场定位以及消费者喜好等因素。

In the process of color design, factors such as product characteristics, market positioning, and consumer preferences need to be considered.







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## 包装色彩设计 Packaging Color Design

- 例如，对于儿童产品，通常会使用鲜艳的色彩以吸引孩子们的注意力；
- For example, bright colors are often used in children's products to attract their attention.
- 而对于高端产品，则更倾向于使用简洁、优雅的色彩来凸显产品的品质。
- For high-end products, simple and elegant colors are preferred to highlight the product's quality.

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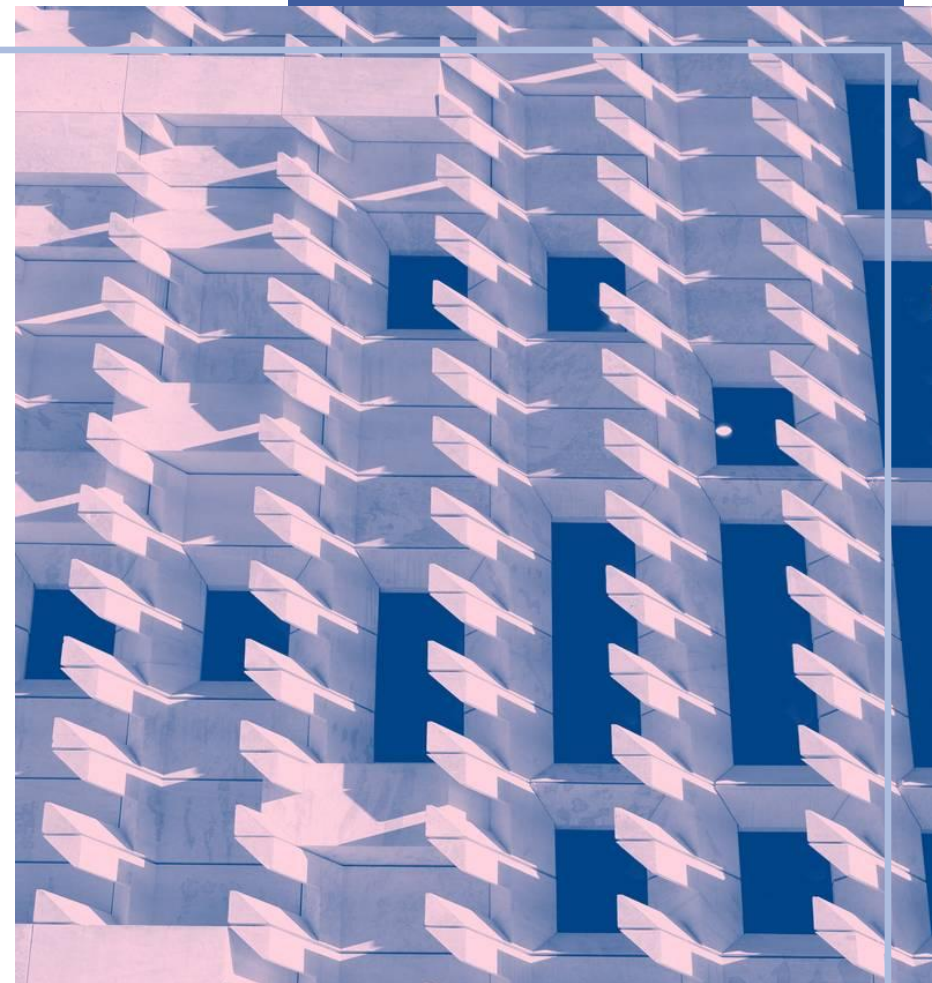


## 2. 包装图形设计

## 2. Packaging Graphic Design

包装图形设计包括主图、配图、形状、大小、摆放方式等，通过视觉冲击力和美感呈现，提高包装的差异化水平和卖点突出效果。

Packaging graphic design includes main images, supplementary images, shapes, sizes, and arrangements. It enhances differentiation and highlights selling points through visual impact and aesthetics.





图形设计需要与产品特点相符合，能够准确传达产品信息，同时还需要具有吸引力和创意性。

Graphic design should align with the product features, accurately convey product information, while also being attractive and creative.





# 包装图形设计

## Packaging Graphic Design

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例如，对于食品类产品，可以使用逼真的食物图形或者吸引人的图案；

For instance, realistic food images or enticing patterns can be used for food products.

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对于科技类产品，可以使用简洁的线条和几何形状来传达产品的现代化和高端感。

For technology products, simple lines and geometric shapes can be used to convey modernization and a sense of high-end quality.







### 3. 包装文字设计

### 3. Packaging Typography Design

包装文字设计包括品牌名称、口号、标语等，需要通过简洁明了、具有吸引力和记忆性，让消费者在短时间内掌握产品或品牌信息。

Packaging text design includes elements like brand names, slogans, and taglines. These should be clear, attractive, and memorable to help consumers quickly grasp product or brand information.



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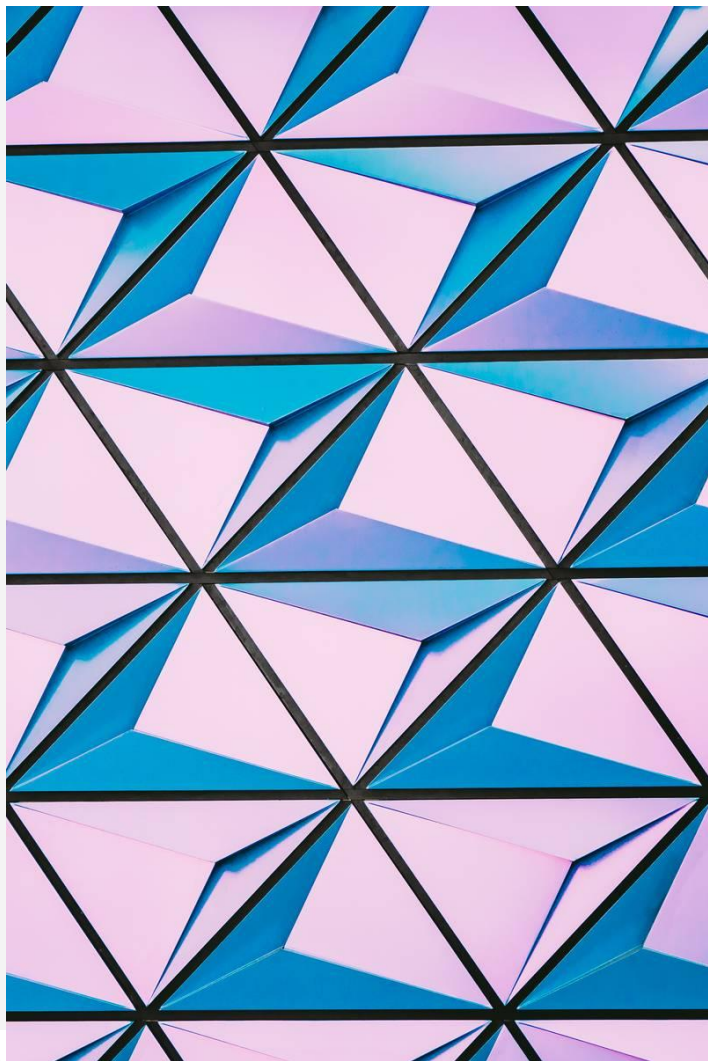
文字设计要突出品牌名称和核心卖点，以便让消费者轻松认出品牌并与竞争对手区分开来。

Text design should highlight the brand name and core selling points, making it easy for consumers to recognize the brand and differentiate it from competitors.

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此外，文字的字体、大小、排列方式等也需要考虑，以使其与图形和色彩相协调，达到整体美感的效果。

Furthermore, factors such as font, size, and arrangement of text must be considered to ensure harmony with graphics and colors, achieving an overall aesthetic appeal.



#### 4. 包装装潢元素的组合

#### 4. Combination of Packaging Decoration Elements

将色彩、图形、文字、材料、结构等要素进行有机结合，打造出符合品牌定位、消费者需求，且具有独特创意和视觉冲击力的包装装潢设计。

Integrate elements like color, graphics, text, materials, and structure cohesively to create a packaging decoration design that aligns with brand positioning, meets consumer needs, and offers unique creativity and visual impact.



各元素之间要相互协调、呼应，以形成一个整体的美感效果。

Each element should harmonize and complement each other to form a cohesive and aesthetically pleasing effect.





例如，使用特定的色彩搭配和图形设计来传达品牌的独特性和气质，或者使用具有吸引力的文字和口号来强调品牌的卖点。

For instance, use specific color combinations and graphic designs to convey the brand's uniqueness and character, or employ compelling text and slogans to emphasize brand selling points.





包装装潢设计是产品与消费者之间的桥梁，通过合理的设计可以增加产品的吸引力和印象分，提高品牌的认知度和价值感。

Packaging decoration design acts as a bridge between the product and the consumer. Through thoughtful design, a product's appeal and first impression can be enhanced, boosting brand recognition and perceived value.



感谢各位的观看  
Thank you for  
watching.

