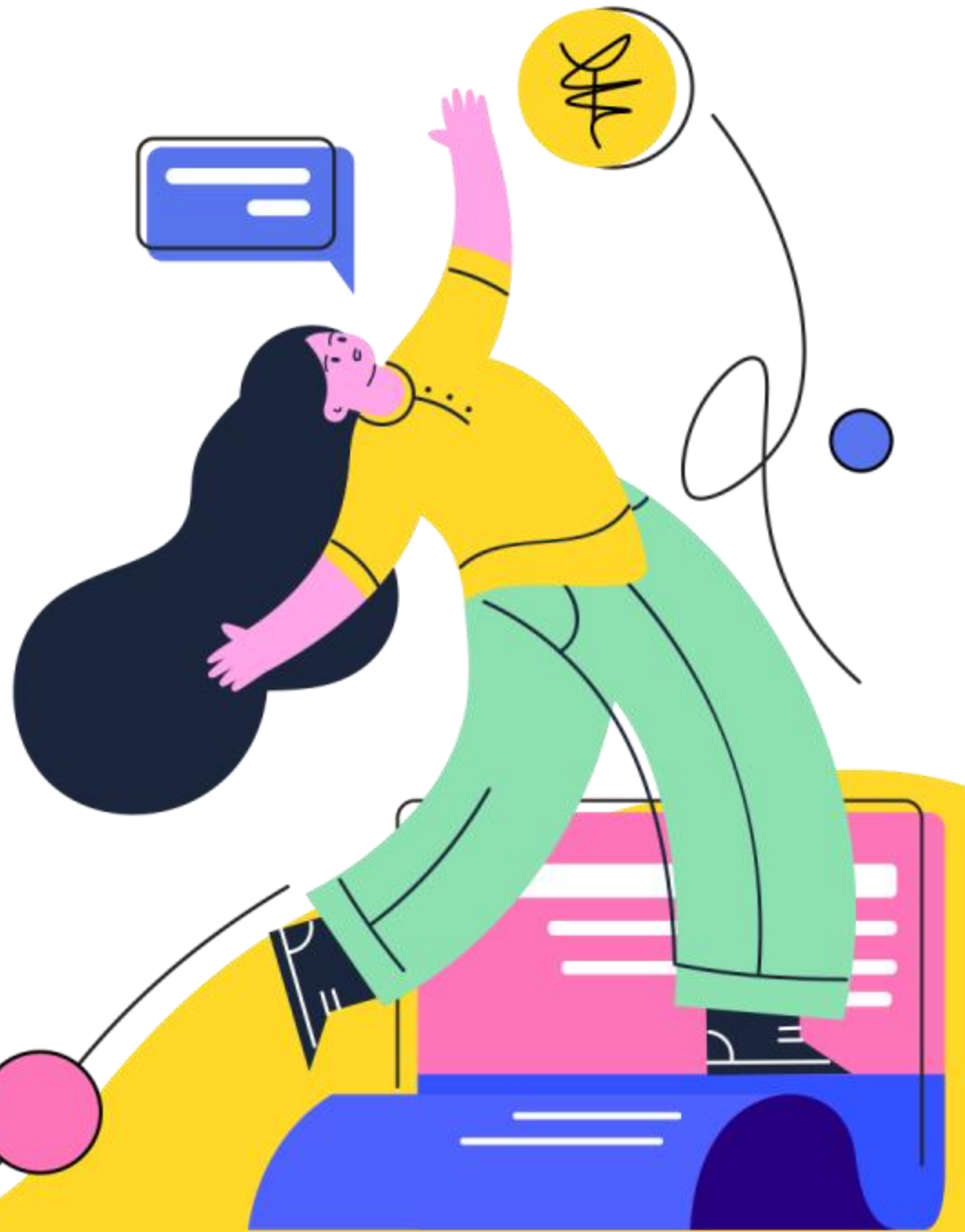




决定包装图形的因素 Factors Determining Packaging Graphics





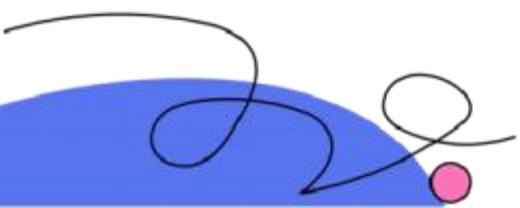
要在包装设计上独创一格与个性显现，图形是很重要的表现手法，它起到了一种推销员的作用，把包装内容物借视觉的作用传达给消费者，具有强烈的视觉冲击力，能够引起消费者的注意，从而产生购买欲望。

To create distinctive and personalized packaging design, graphics play a crucial role. They act like a salesperson by visually conveying the contents to consumers, capturing attention with strong visual impact, and sparking the desire to purchase.



决定包装图形的因素可能包括以下方面：

The factors that determine packaging graphics
may include the following aspects:





1. 产品特性

1. Product Characteristics

包装图形的设计需要与产品的特性相符合。

Packaging graphics should align with the characteristics of the product.



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例如，如果产品是食品，那么包装图形上可能会使用食物的图片，或者使用能够让人联想到食物的颜色和图案，

For example, if the product is food, the packaging graphics might feature images of food or use colors and patterns that evoke thoughts of food.





如果产品是较偏重于心理的，大多运用抽象的或半具象的图形。

If the product has a psychological focus, abstract or semi-abstract graphics are often used.



2. 目标市场 2. Target Market

包装图形的设计需要考虑目标市场的文化和偏好。

The design of packaging graphics needs to consider the culture and preferences of the target market.

例如，如果产品是针对儿童市场的，那么包装图形上可能会使用鲜艳的颜色和有趣的图案。

For example, if the product is aimed at the children's market, the packaging graphics might use vibrant colors and fun patterns.



目标市场 Target Market



在包装图形的表现形式上男性比较喜欢说明性、科幻性、新视觉的表现形式。

Men, on the other hand, tend to prefer informative, sci-fi, and novel visual representations in packaging graphics.



而女性就较偏向于感情需求，喜欢具象、美好的表现形式，同时还有生理与心理方面的因素，也应在考虑之列。

For women, there tends to be a preference for emotional needs and a fondness for concrete, beautiful representations. Physiological and psychological factors should also be considered.



3. 品牌形象

3. Brand Image

- 包装图形是品牌形象的一部分，因此需要与品牌形象相符合。
- The graphics on packaging are part of the brand's image, so they need to be consistent with the brand image.
- 例如，如果品牌形象是高端的，那么包装图形上可能会使用简洁、优雅的线条和颜色。
- For instance, if the brand image is high-end, the packaging graphics might use simple, elegant lines and colors.





4. 视觉效果

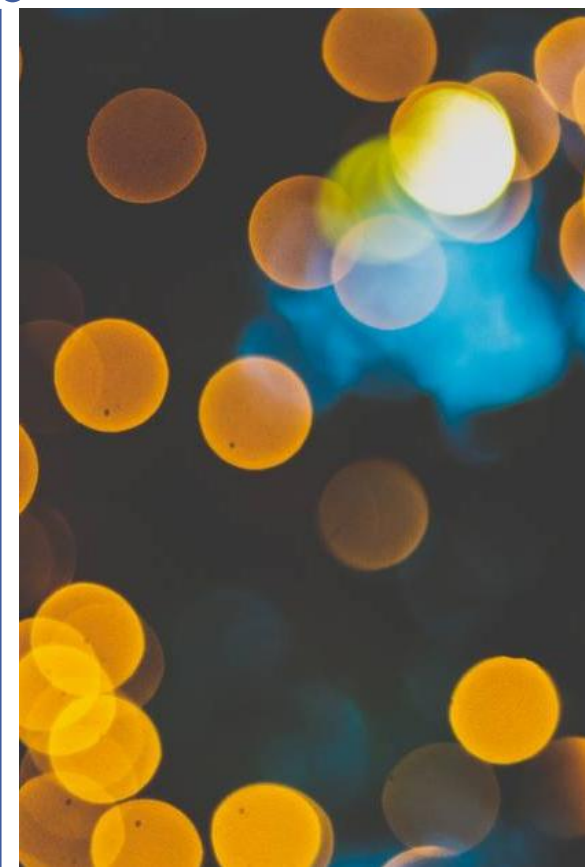
4. Visual Effect

包装图形需要有良好的视觉效果，能够吸引消费者的注意力。

The packaging graphics should have a strong visual impact to catch the consumer's attention.

例如，可以使用亮丽的颜色、独特的形状、新颖的图案等来达到这个效果。

For example, using vibrant colors, unique shapes, or novel patterns can achieve this effect.





5. 传达信息

5. Convey Information



包装图形需要能够传达产品的主要信息。

The packaging graphics must clearly convey the main information about the product.



例如，如果产品是一种饮料，那么包装图形上可能会有一个明显的饮料杯图案，或者使用能够让人联想到冰块和水的颜色和图案。

For instance, if the product is a beverage, the packaging might feature a prominent image of a drink cup or use colors and patterns that evoke ice and water.



6. 法规和标准 6. Regulations and Standards

包装图形还需要符合国家相关法规和标准，以确保包装图形的合法性和规范性。

Packaging graphics must also comply with national regulations and standards to ensure legality and standardization.



包装图形是包装设计的重要组成部分，它需要能够吸引消费者的注意力，传达商品的特点和品牌形象。

Packaging graphics are a crucial part of packaging design; they should attract consumer attention and convey the product's features and brand image.





感谢各位的观看
Thank you for
watching.

