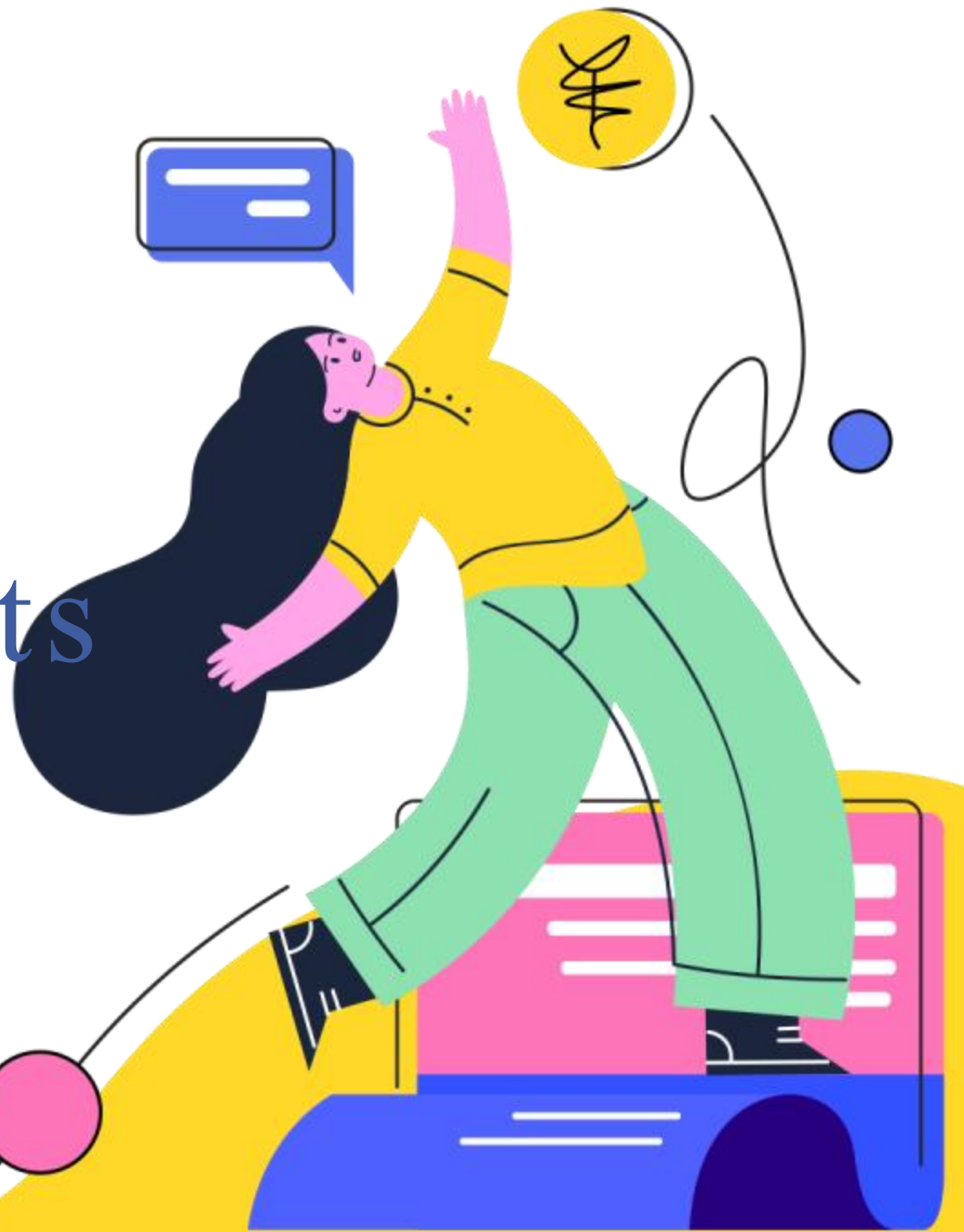




构图的基本要求

Basic Requirements of Composition





1. 明确目的

1. Clear Objectives

- 首先要明确包装设计的目的是什么。
- First, clearly define the purpose of the packaging design.
- 是为了传达品牌形象、突出产品或服务的特点，
- Is it to convey the brand image or highlight the features of the product or service,
- 还是为了吸引消费者购买。
- or is it to attract consumers to make a purchase?
- 明确设计目的有助于设计师更好地把握设计方向和策略，以呈现出一个符合期望的包装设计。
- Clearly defining the design objectives helps designers better understand the direction and strategy of the design, resulting in packaging that meets expectations.

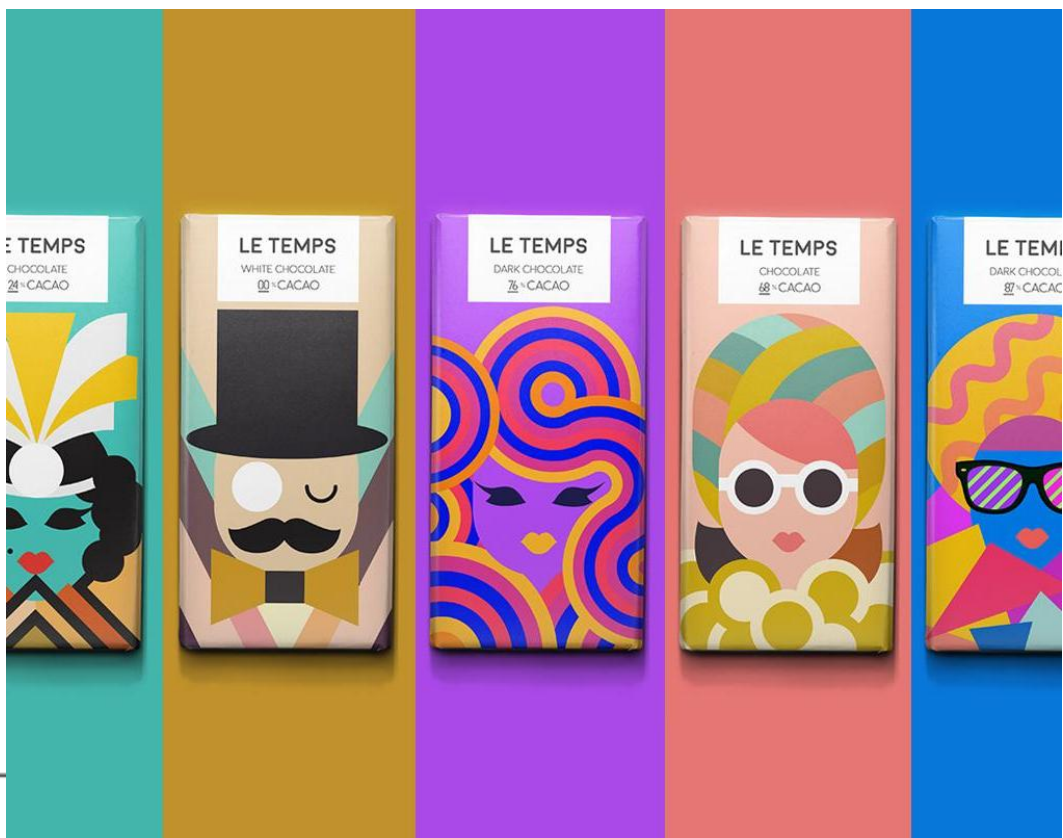
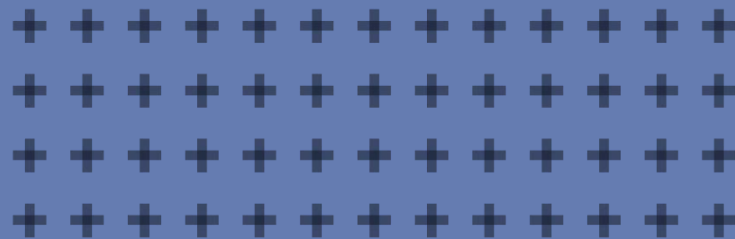
在构图方面需要考虑
以下基本要求：
The following
basic requirements
should be
considered in
composition:





2. 突出特点

2. Highlight Features



- 在包装设计中，要突出产品或服务的特点和优势。
- In packaging design, it is important to highlight the features and advantages of the product or service.
- 这可以通过构图的色彩、形状、图案和文字等元素来实现。
- This can be achieved through elements such as color, shape, patterns, and text.



2. 突出特点

2. Highlight Features

例如，可以通过强调产品原材料、独特工艺、功能用途等方面的特点来吸引消费者。

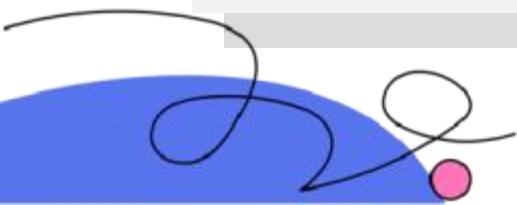
For example, emphasizing the product's raw materials, unique processes, and functional uses can attract consumers.



3. 符合审美 3. Aesthetic Appeal

包装设计应符合目标市场的审美观念和文化习惯。要确保包装设计能够吸引消费者的眼球，同时不会引起负面情感。这可以通过采用简洁时尚的线条、优美的色彩搭配和有趣的图案等方式来实现。

Packaging design should align with the aesthetic values and cultural habits of the target market. Ensure that the packaging design captures consumers' attention without evoking negative emotions. This can be achieved by using clean and modern lines, appealing color combinations, and interesting patterns.



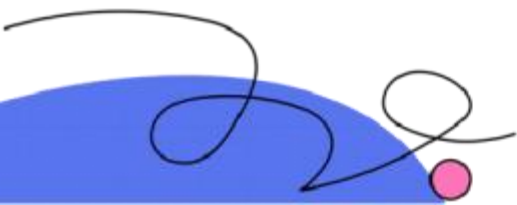


4. 保持一致 4. Maintain Consistency



在包装设计的整体风格和主题上，要保持统一和协调。这可以通过采用相似的色彩、图案、排版等元素来实现。保持一致性有助于消费者轻松识别和记忆品牌，从而提高品牌知名度和忠诚度。

Maintain consistency and harmony in the overall style and theme of the packaging design. This can be accomplished by using similar colors, patterns, and layout elements. Consistency helps consumers easily recognize and remember the brand, thereby enhancing brand awareness and loyalty.





5. 注意材料和工艺

5. Consider Materials and Craftsmanship

在构图中，还要考虑使用适当的材料和工艺，以保证包装设计的质量和寿命。

In composition, appropriate materials and craftsmanship should also be considered to ensure the quality and durability of the packaging design.



5. 注意材料和工艺

5. Consider Materials and Craftsmanship

- 例如，对于需要长期保存的产品，应该选择具有防潮、防光、防氧化等功能的材料和工艺，以确保产品在运输和储存过程中不受损坏。
- For products that require long-term storage, it is essential to select materials and techniques that offer moisture resistance, light protection, and oxidation prevention to ensure they remain undamaged during transportation and storage.



6. 考虑便携和易用

6. Consider Portability and Usability

对于需要消费者便携的产品，包装设计要考虑便携和易用性。

For products that require consumer portability, packaging design should prioritize portability and ease of use.

例如，可以通过采用合理的形状、尺寸和重量等元素来实现便携性。

For instance, portability can be achieved by adopting suitable shapes, sizes, and weights.





6. 考虑便携和易用

6. Consider Portability and Usability

此外，还要考虑包装的开启、关闭和重复使用等方面的易用性，以方便消费者使用。

Additionally, consider the ease of opening, closing, and reusability of the packaging to facilitate consumer use.





7.注重环保和可持续性

7. Focus on Environmental

在包装设计中，要注重环保和可持续性，以承担社会责任并保护环境。

Packaging design should focus on environmental protection and sustainability to fulfill social responsibility and protect the environment.



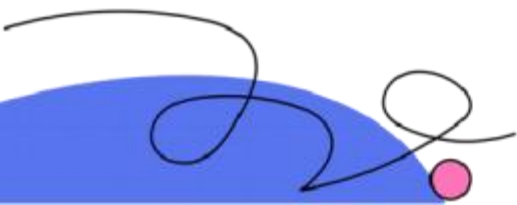
注重环保和可持续性

Focus on Environmental Protection and Sustainability



例如，可以选择可回收、可降解的材料和工艺，减少对环境的污染。

For example, you can choose recyclable and biodegradable materials and techniques to reduce environmental pollution.





此外，还可以通过设计合理的包装结构来减少材料的浪费，提高资源的利用率。

Additionally, designing efficient packaging structures can reduce material waste and improve resource utilization.





通过满足上述基本要求，可以呈现出一个符合期望且具有吸引力的包装设计，从而促进产品的销售和提高品牌知名度。

By meeting the above basic requirements, you can create an appealing packaging design that meets expectations, boosts product sales, and enhances brand awareness.



感谢各位的观看
Thank you for
watching.

