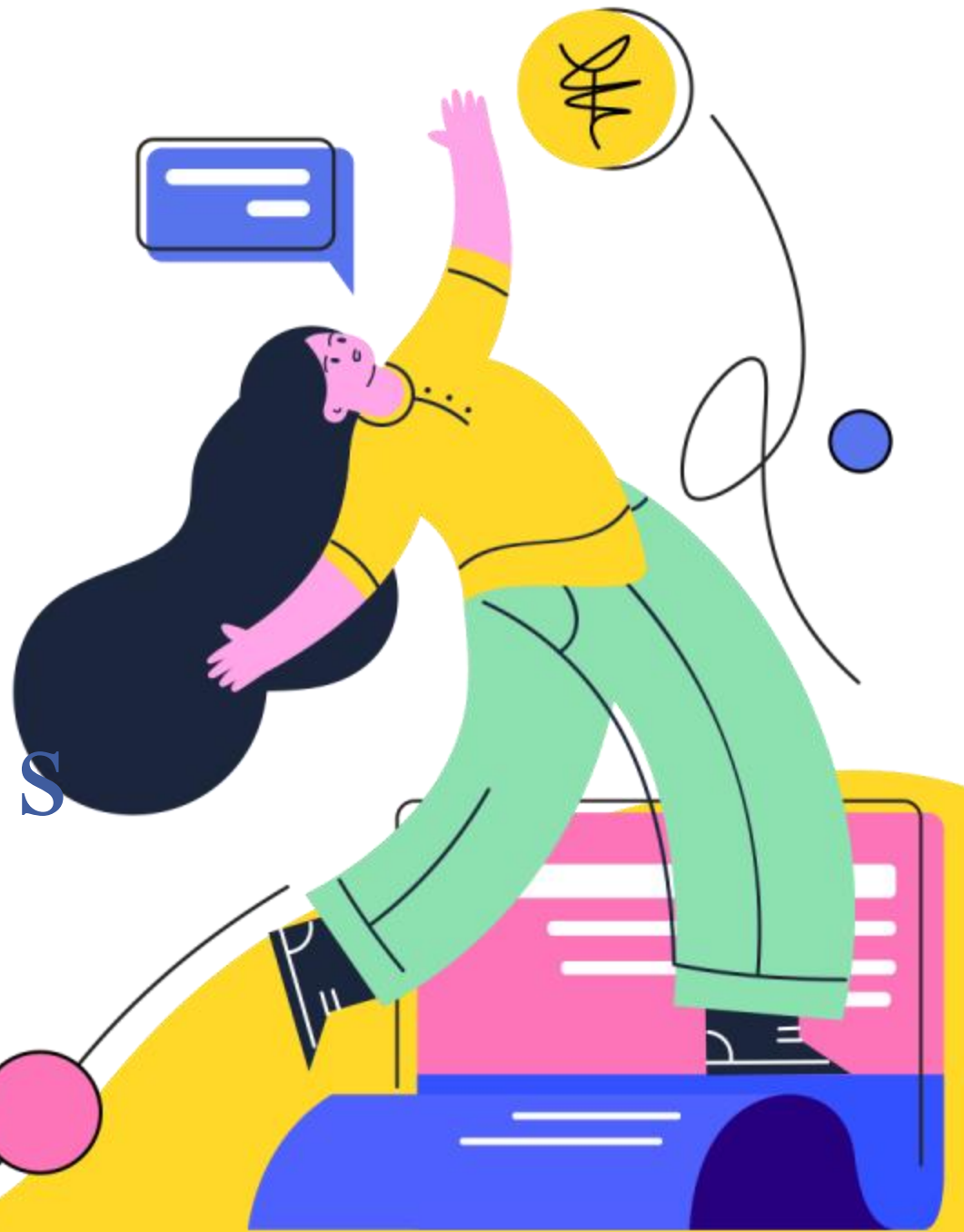




常见的构图类型

Common Composition Types



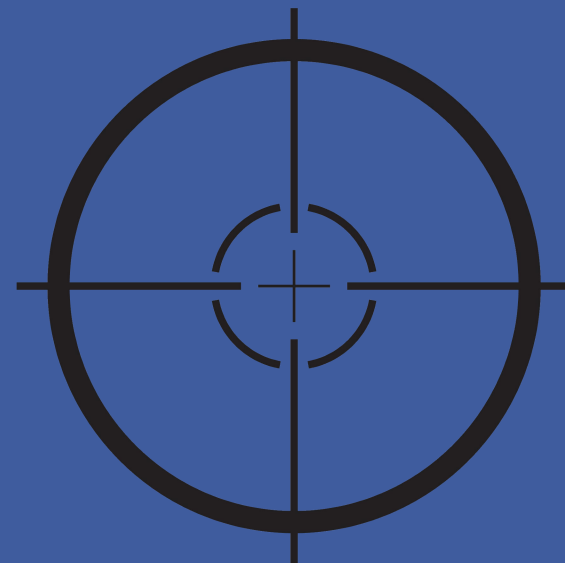


1. 焦点构图

1. Focus Composition

这种构图方式通常采用特写镜头或大字体、醒目的颜色来吸引消费者的注意力，使其迅速捕捉到产品或品牌的核心信息。

This composition technique typically uses close-up shots, large fonts, or eye-catching colors to grab consumers' attention, quickly conveying the core information of the product or brand.





例如，一款手机充电器的包装设计，使用放大的手机特写镜头作为焦点构图，将手机与充电器的关系直观地呈现出来，突出产品的特点。

For instance, the packaging design of a phone charger might use an enlarged close-up of a phone as the focal point, intuitively presenting the relationship between the phone and the charger, and highlighting the product's features.





2. 图形构图

2. Graphic Composition

图形构图是指通过使用图形元素来传达产品信息的构图方式。

Graphic composition refers to the technique of conveying product information using graphic elements.



2. 图形构图 2. Graphic Composition

这些图形元素可以是抽象的线条、形状、纹理等，也可以是具象的图案、图像等。

These graphic elements can include abstract lines, shapes, and textures, as well as concrete patterns and images.



图形构图能够直观地展示产品特点，增强产品的辨识度。

Graphic composition can intuitively showcase product features and enhance product recognition.



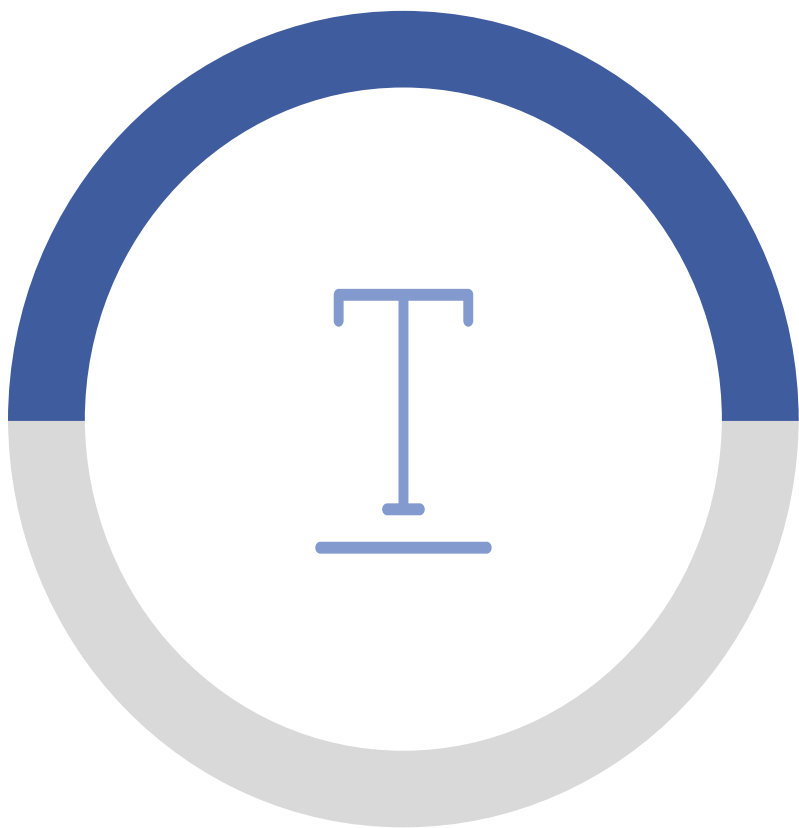
2. 图形构图

2. Graphic Composition

例如，一款咖啡包装设计，使用咖啡杯的形状作为主要图形构图，准确传达出产品的特点和品牌形象。

For example, the packaging design for coffee might use the shape of a coffee cup as the main graphic composition, accurately conveying the product's characteristics and brand image.





3. 文字构图 3. Text Composition

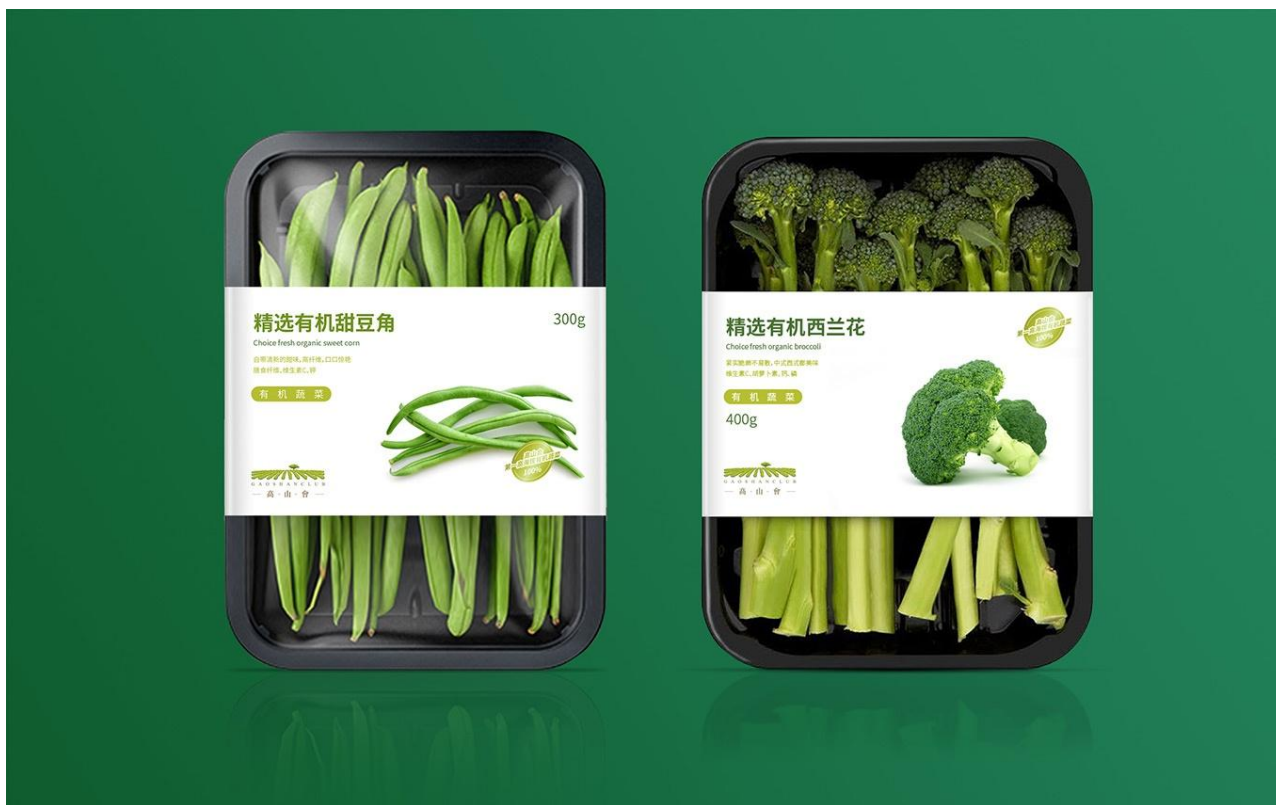
通常采用简洁、有力的字体和排版，突出文字的视觉效果，使消费者能够迅速捕捉到产品的核心信息。

This often involves using simple, powerful fonts and layouts to highlight the visual effect of the text, enabling consumers to quickly grasp the core information of the product.



3. 文字构图

3. Text Composition



例如，一款健康食品的包装设计，使用大字体和醒目的颜色来强调产品的核心健康理念，吸引消费者的关注。

For instance, the packaging design of a health food item might use large fonts and vivid colors to emphasize the product's core health concepts, attracting consumer attention.



04

色彩构图 Color Composition

合理的色彩搭配可以增强产品的吸引力和品牌形象。例如，一款儿童玩具的包装设计，使用鲜艳的色彩和可爱的卡通形象来吸引儿童的注意力，突出产品的特点和品牌形象。

Appropriate color combinations can enhance product appeal and brand image. For example, the packaging design for a children's toy might use bright colors and cute cartoon images to attract children's attention and highlight the product's features and brand image.



5. 层次构图

5. Layered Composition

层次构图是指通过合理的层次感和空间感来营造深度和立体感的构图方式。

Hierarchical composition refers to a method of designing layouts that create depth and dimensionality through the reasonable use of hierarchical and spatial relationships.

使消费者能够更好地感受到产品的特点和品质。

This allows consumers to better perceive the product's features and quality.





例如，一款高端化妆品的包装设计，使用多层结构和高档材质来营造出高贵、典雅的氛围，提升产品的品质感和品牌形象。

For example, the packaging design of a high-end cosmetic product might use multi-layered structures and premium materials to create a luxurious and elegant ambiance, thereby enhancing the product's perceived quality and brand image.





6. 对称构图

6. Symmetrical Composition

- 对称构图是指将设计元素按照中心线或对称轴进行排列，以获得平衡、稳定感的构图方式。这种构图方式通常用于体现产品的稳重、大气和高端感。
- Symmetrical composition involves arranging design elements along a central line or axis to achieve balance and stability in the layout. This composition method is often used to convey a sense of solidity, grandeur, and high-end quality.
- 例如，一款白酒的包装设计，使用对称构图来展示产品的稳重和大气，符合白酒品牌的形象。
- For instance, the packaging design of a liquor brand may use symmetrical composition to reflect the product's robustness and elegance, aligning with the brand's image.



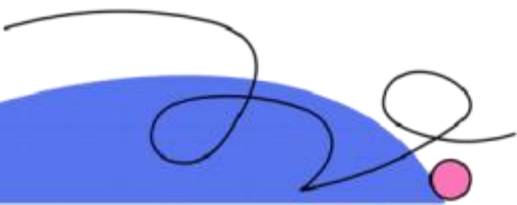


“

设计师还需要不断尝试和探索新的构图技巧和方法，以不断提升包装设计的水平和发展新的创意。

Designers must continuously experiment with and explore new composition techniques and methods to enhance the quality of packaging design and foster innovation.

”





感谢各位的观看
Thank you for
watching.

