

题目：“陇禾轩”地方农产品春节大礼包设计

子题：

摘 要

本次设计针对甘肃会宁省地方农产品进行春节节日大礼包设计，通过本次设计可以丰富“陇禾轩”旗下产品的包装设计，并且通过节日大礼包可以促进地方农产品的销售以及激发消费者的购买欲。

设计内容为首先为市场调研，先确定市面上相关农产品的现有包装情况，以及“陇禾轩”本品牌的包装设计和现存的问题；然后确定本次包装设计整体的设计定位，根据内包装物的特性如：物理性质和化学性质等进行包装材料对比与选择；紧接着是结构设计，分为两个方面：普通礼盒和高档礼盒。先设计普通大礼包的包装结构，再在此基础上构想高档礼盒的结构，列如：缓冲内衬、单独小包装、销售包装的结构设计，运输包装的箱型选择。在结构设计合理且实用的基础上为了更好的突出品牌、展现产品、刺激消费者的购买欲要进行包装装潢设计。装潢设计不仅要突出品牌更要结合春节这个元素，突出年味。对会宁地方农产品分别为油小米、良谷米、藜麦、荞麦米、苦苦菜、地达菜进行春节大礼包包装设计，且分为普通礼盒大礼包和高档礼包。分别加入多种春节元素如：福禄寿喜四种福娃剪纸造型，包装整体采用红色和柔黄色为主色调突出年味。高档礼盒采用“飞机盒”造型，方便开启与闭合，提高产品档次。通过本次春节大礼包包装设计，丰富了产品本身、提高了杂粮以及苦苦菜、地达菜的原有价值，从而提升了商品的档次，又可以方便消费者自主选择礼盒种类。是走亲访友、居家旅行必备的良品。

综上所述，本设计就是结合甘肃会宁地区的特点以及杂粮，加上春节这个特殊的传统节日，为杂粮以及苦苦菜、地达菜披上华丽的外衣，给消费者耳目一新的感觉。

关键词：陇禾轩；杂粮包装；春节礼包设计；销售包装

Abstract

This design is aimed at the local agricultural products in Huining, Gansu Province for the Spring Festival gift package design. Through this design, we can enrich the packaging design of products under the "Longhexuan" flag, and through the festival gift package can promote the sale of local agricultural products and stimulate the purchase desire of consumers.

The first part of the design is market research. Firstly, it determines the packaging situation of agricultural products on the market and the packaging design and problems of Longhexuan brand. Secondly, it determines the design orientation, compares and chooses packaging materials according to the characteristics of inner packaging, such as physical and chemical properties. Secondly, it is the structural design, the packaging structure of ordinary gift box and the inside of high-grade gift box. Structural design of lining, individual small package and sales package. Selection of box type for additional transport packaging. On the basis of structural design, packaging and decoration design should be carried out in order to better display products and promote sales. Decoration design should not only highlight the brand, but also combine the elements of the Spring Festival to highlight the flavor of the year. The local agricultural products in Huining are oil millet, good grain rice, quinoa, buckwheat, bitter bitter vegetable and Dida vegetable, which are divided into ordinary gift box and high-end gift box. Adding a variety of Spring Festival elements, such as: Four Fuwa Paper-cut models of Fulu Shouxi, packaging the overall use of red and soft yellow as the main color highlights the flavor of the year. High-grade gift boxes adopt the "airplane box" shape, easy to open and close, and improve product grade. Through this Spring Festival gift package design, it not only improves the product grade, but also facilitates consumers to choose the type of gift box. It is a necessary good product for visiting relatives and friends and traveling at home.

In summary, this design combines the characteristics of Huining area in Gansu

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