
茶具旅行产品的设计概念与产品设计

摘要

随着新科技与新文化的诞生，人们的生活发生了天翻覆地的变化，劳动岗位越来越多，个人收入水平颇丰，消费观念也有所转变，旅游出行的生活方式更是为多人喜爱，在旅途中把生活和工作的压力暂且搁置一边，阅无数山河壮阔与人文情怀，追逐自由的风，享受自由时光，如此惬意。而自古有饮茶喜好的国人也青睐带着茶具去旅行，如果可以将品茶和快节奏的生活互相融合，将旅行与茶具相互结合，将会是当代茶具设计的另一种创新与开拓。

旅行茶具的问世，是为了人们在旅途中更加方便的品茶。对于旅行茶具的选取人们有两个重要的选取条件，一个是便携，另一个则是精致。本文通过浅析中国茶具文化，市场现状、设计趋势、发展意义，且以给予使用者人文关怀为目的，细致的总结出了茶具造型设计和装饰设计的形式美，讨论旅行茶具的设计含义与理念，并整理出旅行茶具的设计方案。

关键词：旅行；茶具；便携；传承

Abstract

With the birth of new technology and new culture, people's life has changed dramatically. There are more and more jobs, their personal income level is quite high, and their consumption concept has also changed. The life style of traveling is more popular with many people. During the journey, the pressure of life and work is put aside for the time being, and countless mountains and rivers are read with magnificent and humanistic feelings, and freedom is pursued and enjoyed Free time, so comfortable. Since ancient times, Chinese people who like to drink tea also prefer to travel with tea sets. If tea tasting and fast-paced life can be integrated, and travel and tea sets can be combined, it will be another innovation and development of contemporary tea set design.

The appearance of traveling tea set is for people to taste tea more conveniently during the journey. There are two important conditions for the selection of travel tea set, one is portable, the other is exquisite. By analyzing the culture, market situation, design trend and development significance of Chinese tea set, and for the purpose of giving users humanistic care, this paper summarizes the formal beauty of tea set modeling design and decoration design, discusses the design meaning and concept of travel tea set, and arranges the design scheme of travel tea set.

Key words: travel; tea set; portability; inheritance

目 录

第1章 概述	1
1.1 课题研究的背景	1
1.2 研究的意义和目的	2
1.2.1 研究的目的	2
1.2.2 研究的背景	2
1.3 国内外研究现状	2
1.4 本章小结	2
第2章 旅行产品的设计概念与产品设计	4
2.1 旅行的概念与意义	4
2.2 旅行产品设计特点	4
2.3 旅行设计理念下的产品设计	4
2.4 本章小结	6
第3章 茶具设计的资料收集与分析	7
3.1 茶具的发展历程	7
3.2 产品市场调查	7
3.2.1 目标人群诉求分析	7
3.2.2 现有产品优缺点分析	9
3.3 茶具的发展趋势	9
3.4 本章小结	9
第4章 产品设计定位	10
4.1 设计定位	10
4.2 目标人群定位	10
4.3 功能定位	10

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/957005032130006146>