PACKAGING FOR ELECTRONIC PRODUCTS

电子产品包装设计

（比）克里斯·费斯托克 编　李婵 译

Ultrasilencer
Special Edition
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PREFACE
前言

Create a Memorable Package Experience to Attract Consumers

用独特的包装体验来吸引消费者

Package design is a unique form of art. It is the first opportunity to communicate with your targeted group of consumers and to make an impact on people who haven't had a chance to actually see the product. Therefore, enticing a potential consumer to desire the product inside becomes the primary design goal. The package has to stop people in their tracks and make them want to further explore the goods.

Many companies fail to understand that their product's package is the first impression that decides the overall product experience. It needs to make consumers want to open the box by creating instant anticipation - by the time they reach the product, they already feel excited and want to see and learn more.

Which elements are crucial for a successful package?

For every company, branding is the key to success, and product packaging is an effective tool to visually translate the core values of the product and the brand. Eye-catching designs and images are vital at the most basic level because they deliver the message in a direct way that affects consumers' decision-making processes. Equally important is a solid and carefully devised structure that allows for easy access to the products while providing sufficient

包装设计是一门独特的艺术。包装是产品首次与目标顾客群体交流的机会，这时候，消费者还没有看到产品实物，包装应该尽可能给人留下深刻的印象。因此，利用包装来吸引潜在的消费者，使其渴望包装盒里面的产品，这成为包装设计的首要目标。包装需要具有让人在货架前驻足的能力，并使其想进一步探索里面的产品。

很多公司却不明白，产品的包装是决定他们产品的整体体验的首要因素。包装设计要使人一眼看到就对产品产生强烈的期待，想要打开包装盒，当消费者触到你的产品的时候，他们已经感到兴奋，渴望对产品了解更多。

哪些元素是包装设计成功的关键呢？

对于每家公司来说，品牌形象都是成功的关键，而产品包装则是传递产品和品牌核心价值的一种有效工具。从最基础的层面上来说，能够吸引眼球的设计和形象是至关重要的，因为这样的设计能够最直接地把信息传递给消费者，进而影响消费者的决策过程。

protection during the shipping, storage, and in-store display processes, especially for high-technology products, which need special protection.

This is also relevant to the product's in-store life cycle. People have to believe that the product is trust-worthy to make a purchase, and a firm, well-constructed box reinforces this feeling.

Green Design

A new generation of consumers is concerned about the ecosystem. It is our responsibility to design a package that leaves the smallest carbon footprint possible while still maintaining its core attributes. So our next question is this: how do we reduce carbon footprint?

This can be done from three perspectives: choose eco-friendly and recyclable materials, save more energy and reduce waste by using fewer components and simplifying the manufacturing process, and use smaller boxes. Think carefully about how to facilitate the shipping process as well as how to reduce unnecessary space inside the box for less fuel oil consumption and pollution.

同样重要的，还有包装盒的牢固性以及精心设计的结构，既要简化消费者打开包装盒的步骤，同时要保证在运输、储存和店面陈列过程中产品的安全性，尤其是高科技产品，需要特别的保护。

这也与产品在商店内的"生命周期"有关。必须要使人相信，你的产品是值得信任与购买的，结构牢固而又设计精巧的包装盒能够强化这种感觉。

绿色设计

新一代的消费者关注生态环保。我们有责任尽可能让包装设计产生最少的碳排放，同时仍要保留包装的核心属性。所以，我们的下一个问题是：如何减少碳排放？

这一点可以通过以下三个方面来实现：一、选择生态环保、可回收利用的材料；二、通过使用更少的组件、简化生产过程来节约能源、减少浪费；三、用更小的包装盒。仔细考虑如何才能让包装有助于船运、空运过程的便捷，以及如何减少包装盒内不必要的空间，尽量减少燃油消耗和污染。

What is the difference between designing a package for technical products and for other product genres?

The principles for package design are actually the same across all product categories - to create a memorable out-of-box experience and enhance users' appreciation for the products. You can develop additional approaches to meet a range of needs.

For example, if the boxes are mainly for shipping and storage, then the design strategy will focus more on protection and size reduction, while packages for in-store display will involve more consideration of the package's appeal for potential consumers.

There are three crucial questions to contemplate before designing a package for a technical product: 1) why do consumers need this product? 2) Will the product work for them? 3) What are the specifications to justify the cost?

When it comes to technical products, too many companies try to include all the technical details on the front of the box, but this "overkill approach" dilutes the aesthetic and branding experience, as well as providing unnecessary technical information where it doesn't belong.

The top priority should be creating an immediate "I want it" response. Many people may be initially intimidated by new technologies. Thus, it is the designer's mission to come up with an attractive and approachable box front image and design and to reduce technical information to a minimum

科技产品的包装与其他种类产品的包装，设计上有何区别？

包装设计的基本原则其实对所有的产品类型都适用——让消费者在使用产品前先有难忘的打开包装盒体验，并增进使用者对产品的喜爱。在此基础上，你可以采用各种设计手法，满足一系列的需求。

比如说，如果包装盒主要是用于运输和仓库存储，那么，设计策略就要侧重保护的功能，尽量缩减尺寸；而用于店面陈列的包装，则更多要考虑包装盒对潜在消费者的吸引力。

针对电子科技产品，着手设计包装之前，主要有三大关键问题需要考虑：一、为什么消费者需要这款产品？二、对他们来说，这款产品会好用吗？三、消费者花钱购买了产品，如何让他们觉得物有所值？

一碰到电子科技产品的包装，很多公司就会想要在包装盒正面印上详细的技术信息，这种"过剩设计"削弱了包装的美观效果和品牌体验，在不适当的位置给出了不必要的技术信息。

包装设计的首要目标是，让消费者一眼看到产品就产生一种"我想要"的感觉。很多人一开始可能会被新科技吓住。因此，设计师的任务是让包装盒正面的形象看起来亲切而有吸引力，尽量减少冰冷的技术信息的出现。

Another major goal is to simplify the complexity of information as much as possible. Don't overwhelm consumers with too many messages. The following rules of thumb ensure that the right messages appear on the right planes of the box: core values and major product features should be placed on the front and the top planes, the secondary features should appear on the sides, the simplified technical specifications should be placed on the back, while the regulatory information should appear on the bottom plane.

Prototyping! Testing! Iterations!

Keep in mind that the unboxing process also creates a powerful first impression of the overall product experience. In order to achieve perfection, there are no shortcuts – you will need to go through a detailed process of research, creating prototypes, testing your design, and iteration. This is precisely the process that CRE8 DESIGN uses every time we design a successful new package for our clients – one that is attractive, ergonomic, and intuitively functional.

Kris Verstockt
Founder & Executive Director at CRE8 DESIGN

Kris Verstockt is the founder and senior tactician at CRE8 DESIGN. Bolstered by over 20 years of design and project management experience, the CRE8 portfolio includes successful partnerships with Best Buy, DELL, Nokia, Corsair, Acer, ASUS, GBC, Primax, and many others. Both Kris and his firm have won numerous awards and accolades (iF, Red Dot, IDEA, G-mark). Kris speaks at conferences, leads seminars, and has been invited on various occasions to judge renowned programmes such as the iF awards. He has also lectured at the distinguished Shih-Chien University. Kris Verstockt studied design in Antwerp and London. In 1994, he took a product design position with Primax, a 10,000-person Taiwanese electronics firm where he was in charge of building up an industrial design team. He founded CRE8 DESIGN in 2001.

另一个重要目标是尽量简化信息的复杂度。不要用过多的信息让消费者觉得晕头转向。应用以下经验法则，能够确保正确的信息出现在包装盒正确的位置上：产品的核心价值和主要特点应该出现在正面和顶面；次要特点应该出现在侧面；简化的技术信息应该出现在背面；常规信息应该出现在底面。

模型、测试与修改

要记住，打开包装盒的过程也能产生重要的第一印象，会大大影响到产品的整体使用体验。要做到完美，就没有捷径可走，你得经过一个详细的过程——研发、制作模型、进行测试并反复修改。这正是 CRE8 设计工作室的工作流程，我们每次为客户设计一款成功的新包装，都要经过这个流程。这样设计出来的包装，有吸引力，符合人体工学，并能具有直觉的功能性。

克里斯·费斯托克
CRE8 设计工作室创始人、执行总监

克里斯·费斯托克是 CRE8 设计工作室创始人、资深创意总监。CRE8 设计工作室拥有 20 多年的设计和项目管理经验，期间曾与百思买、戴尔、诺基亚、海盗船、宏基、华硕、GBC、致伸科技等多个知名品牌合作。费斯托克及其公司曾获多个奖项和荣誉，包括 iF 设计奖、红点奖、美国工业设计优秀奖（IDEA）和日本优良设计大奖（G-mark）等。费斯托克广泛参加各种设计大会并发表演讲，主持过多个研讨会，曾受邀担任许多知名奖项竞选的评委（如 iF 设计奖），并曾在台湾实践大学做过讲座。费斯托克曾在比利时安特卫普和英国伦敦学习设计。1994 年受聘于致伸科技公司（台湾的一家 1 万人规模的大型电子产品公司），任产品设计师，负责组建一支工业设计团队。2001 年，费斯托克成立了 CRE8 设计工作室。

Mobile

Communication

Devices

移动通讯设备

Out-of-box Experience

Orange asked Make it Clear to design a complete out-of-box experience for technology that made paying with a mobile phone a reality for the first time. Make it Clear created packaging and collateral featuring set-up guides, demo Quick Tap tags and a straightforward process based on a strategic, linear path. Helping consumers to understand the relevance of the new technology even before they had opened the box, the experience made sure key functionality was adopted immediately. The set-up process was made intuitive taking consumers on a simple and quick user-journey.

Design Agency: Make it Clear. Designer: Sarah Edwards. Client: Orange. Nationality: UK.

"即买即用"包装设计

法国ORANGE电信公司推出一项新科技,让通过手机付费首次成为现实。ORANGE公司委托清新设计工作室为之设计一款包装,要求突出"即买即用"的用户体验。设计师除了设计包装之外,还设计了一系列配套的附件,包括安装说明书、使用演示标签以及从拆封到使用的一站式使用过程详解,让顾客在打开包装盒之前就能了解这项新科技,并能立即应用其核心功能。安装过程的演示简明扼要,带给顾客轻松、顺畅的体验过程。

设计机构: 清新设计工作室 设计师: 萨拉·爱德华兹 客户: 法国ORANGE电信公司 国家: 英国

Sprint EVO 3D

The major graphics on outer white box are elegantly embossed. The inner box has colour fractal graphics that reference the first ever colour 3D LCD screen. The sustainable packaging attributes: packaging is 100% recyclable, with 37% post-consumer recycled paper and printed with soy-based inks.

Design Agency: Deutsch Design Works. Designer: Eric Pino. Client: Sprint. Nationality: USA.

斯普林特EVO 3D手机包装

白色外包装盒上的主要图案采用浮雕式设计。内部包装盒采用彩色碎片拼接设计，灵感来自首个彩色3D液晶屏。这款包装的环保特色包括：包装材料100%可循环；其中37%采用的是用户使用过的回收包装纸，印刷油墨以大豆为原料。

设计机构：DDW设计工作室 设计师：埃里克·皮诺 客户：斯普林特通信公司 国家：美国