GIFT
PACKAGING
DESIGN

礼品包装设计

谢孟吟 Kristy Wen Ho / 编
贺丽 宋佳鑫 / 译

TO

FROM

GIFT
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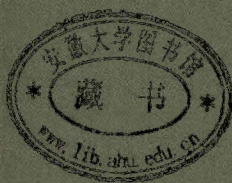谢孟吟 Kristy Wen Ho ／编
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前 言

The basic purpose of packaging undoubtedly lies in its functionality, which protects the products from impact in the transport even in the selling process and benefits for been taken away.

Well, in addition to the most basic functionality, the largest focus is enhancing the value of commodities and attracting the attention of consumers. Just as people need to wear clothes, which is not just for warming, but also pay attention to the personal characteristics and style to highlight the self-personality. The packaging design could well show the contents and characteristics of the products and by virtue of the visual impression to convey it to the minds of consumers, and thus enhance the competitiveness of products and brands.

In addition to the functional nature of these packaged goods, the gift packaging design particularly emphasizes to show the giver's mind, so that to make the recipient feel the sincerity of the giver, and feel the value of commodities, and happily accept it. Hence, the packaging visual effect will be one of the most direct feelings. As soon as the gift is received, there's no more than a set of recognitions: "so nice!"; "What is this? So cute!";"So special" "How so beautiful?" "I am reluctant to open it". The packaging visual effect is the first step to express the mind of the giver, so that the feelings of sincerity and heart is added and multiplied. The gift box or gift packaging for any products emphasizes on the mind of the giver, so the visual design is seemed to be more important than the packaging functionality.

In the process of packaging design, apart from the functionality, HOHOENGINE always pursues to maximise the value creation of packaging, which emphasizes the process of creative thinking, from simple to complex, and actual production vice visa. Whether the use of green packaging material or getting the balance between customer needs and

包装最基本的目的，毋庸置疑的在于它的功能性，如何让产品能够获得安全的保护，无论是在运输上甚至在贩售的过程中，都能达到包裹产品免于撞击及方便携拿运送等作用。

而包装设计除了最基本的功能性之外，最大的重点莫过于提升商品的价值以及吸引消费者的目光。就如同人需要穿衣服一样，已经不只是保暖的功能，而开始讲究个人特色及风格来凸显自我的个性。透过包装设计呈现商品的内容及特色，清楚地藉由视觉印象传达到消费者的心中，进而提升商品及品牌的竞争力。

礼品包装设计除了上述包装商品本质的功能性之外，它特别讲求着送礼者心意的展现，让受礼者能感受到送礼者的诚意，感受到商品的价值，带来喜悦开心。所以包装视觉呈现就会是第一个最直接的感受，拿到礼品后，无非希冀地就是一句"好棒喔！""这是什么？好可爱喔！""感觉好特别喔……""怎么那么美？都舍不得拆开！"包装外观的视觉呈现就是表达送礼者心意的第一步了，让诚意及心意的感受加乘。无论是什么商品推出礼盒式或送礼式的包装，讲求的就是送礼者的心意及面子，相形考量下，外观的视觉设计要比包装功能性来的重要许多。

我是宝国际股份有限公司从事包装设计的过程中，撇除功能性不说，如何创造包装价值的最大化，一直是我们追求的核心目标，创意思考过程中的由简到繁，再从实际制作上的由繁化简。无论是在包材的使用，讲求绿色包装材质，然后在客户需求及产品价值间取得平衡点，如何在产品包装的视觉上创造聚焦的特色，透过视觉创意，我们试图展现更多的文化上的价值。

在讲究结构的塑造外，我们希望能够融入更多的历史文化素材或人文生活意涵在视觉设计里面。文化不一定是要用严肃的设计手法来操作，我是宝国际股份有限公司在设计思考上的起源核心就如同公司名称"hoho engine"（笑声的制造机或快乐的引擎）一样，"no fun no gain"是我们的中心思想，"不好玩就没有收获，没有趣也就是不好玩"，通常我们的设计作品都会蕴藏一点有趣的成分在里面，像"肯纳园的梦想盒"(Kanner's dream box) 就是希望让大家了解自闭症的孩童，而不是从教条式的文字宣传或 DM 来了解，我们在包装内盒的底部设计了一个游戏，将关于自闭症孩童的一些症状及资讯融入于游戏里头，让受礼者在享受自闭症孩童们制作的甜点之余，藉由玩游戏的过程中来了解自闭症的孩童。

我们希望礼品包装设计能够带给商品有加乘的价值感、加强消费者的购买欲望及传达满满的送礼心情之外，让"包装不只是包装"，包装也是商品外的另一个附加商品，像"福禄寿囍"百年赐喜茶礼 (Taiwan Centennial Blessing Tea gift set) 的包装，外观形似中国的灯笼，虽本身是台湾顶级高山茶的包装礼盒，但包装却可幻化作一气氛灯饰及美丽灯笼。又如同五行凤梨饼 (WuXing Fortune Cake) 的年节礼盒设计，食用完后可将包装盒变成年节春联及书签。包装可以再利用，相对就减少垃圾，绿色包装的概念就能得到诠释。同时也是个 win-win product 的双赢概念，让包装与商品能同时互益互利，进而达到互相拉抬的效果。

谢孟吟

设计总监
我是宝国际股份有限公司

product value or create a focus point of the characteristics in the product, HOHOENGINE tries to show their more cultural ambition.

In addition to the emphasis on the shape of the structure, they also want to integrate more historical and cultural material or human life meaning into the visual design. Culture does not necessarily need a serious design techniques to manipulate, the origin core of the design thinking of HOHOENGINE is just like the company name HOHOENGINE, which means machine making laughter or engine for happy. No fun no gain "is the centre of our thinking, not fun, no gain, and no fun is no interest. Usually, our design works will be hidden in a little interesting elements, like Kenner Park dream box" (Kanner's dream box) aims to let everyone to know about the autistic children, rather than a dogmatic propaganda or DM to communicate. We designed a game at the bottom of the package box, infusing the symptoms and information on autistic children into the game inside, letting the recipient enjoying the desserts made by autistic children to understand them by virtue of playing the game.

We hope that the gift packaging design could add value to the products and encourage consumers to buy and to convey the full gift-giving mood, making itself to be is not just packaging but an extra product beyond the product. For example, the packaging of Taiwan Centennial Blessing Tea gift set, whose shape likes the Chinese lantern. Even though it is a packaging box for the Taiwan Premium top mountain tea, it may be turned into atmosphere lighting and beautiful lanterns. Another example, the New Year gift box design of the Wu Xing Fortune Cake, it can be changed into New Year couplets and bookmarks as soon as the gift is consumed. Packaging can be re-use, which could relatively reduce the waste and form the concept of green packaging. It is also a double win concept, which benefits the packaging and merchandise mutually, and thus achieving the effect of working together to penetrate.

Amone Hsieh

Design Director
HOHOENGINE CO, LTD.

Summary of Gift Packaging
礼品包装设计综述

Definition of Gift Packaging

Gift packaging is the package that refers to the group or individuals in daily life and social activities gift to each other to express feelings, such as wedding gift, birthday gift, festival gift, commercial gift and so on.

People in different regions choose different commodities as gift to send to the presentee, Chinese people are more tend to give foods in the traditional holidays like alcoholic drinks and tobacco himalense and cookies, etc. In western countries, people choose gifts more casual and optional, it perhaps a CD which the recipient likes, a book or a tool box. What successful packaging can do is not only making gifts much better, but also meets the expectations of the giver. Only according to the different countries, different areas, different age, and different levels of consumption crowd, make the packaging more targeted that can make the value of the gift amplified to maximise.

Importance of Gift Packaging

The importance of gift packaging first embodies in the protection of

礼品包装的概念

礼品包装，指团体或个人在日常生活和社会交往中互相馈赠礼品表达情感而对礼物所进行的包装，如新婚礼品、生日礼品、节日礼品、商务礼品等包装。

不同地域的人们选择不同的商品作为礼品送予受赠者，中国人比较倾向于在传统节假日赠送食品，诸如烟酒糖茶、糕点等。在西方，人们选择的礼品就更生活化、更随意一些，有可能是受赠者喜欢的一张CD，一本书或者一个工具盒。成功的包装不仅能使礼品增色，也能满足送礼者的期望值。只有根据不同的国家、不同的地区、不同年龄、不同层次的消费人群，做出有针对性的包装，才能使礼品的价值达到最大化。

礼品包装的重要性

礼品包装的重要性首先表现在对礼物本身的保

2

3

gift itself, make it's avoid knock against, wear and tear, damage, etc. Especially when choose the crystal products, glass products, ceramic products or jades as a gift to give others. The outer packaging should choose relatively strong materials, and should set up flexible packaging in the inner part in order to achieve the purpose of shock absorption. It will be perfect if it can set up small fixed items inside the boxes, such as belt, card slot, etc. (Figure1)

Secondly, convey the product information intuitively. Take the 'world's best coffees gift set of coffee' work in this book as an example. This coffee brand has eight different coffee flavours, the designer use the ethnic and regional culture for clues to distinguish these eight flavours. Customers can choose the most suitable coffee taste easily by the packaging. (Figure2,3)

Thirdly, promote emotional communication between people. Buyers to express their respect to the recipient with a fine gift, make the recipient feel the value of the gift, and have satisfaction.

护，使其避免磕碰、磨损毁坏等。尤其是选择水晶制品、玻璃制品、陶瓷制品、玉器等作为馈赠礼物时。外层包装应该选择较为坚固的材料，内部应设置软包装以达到减震的目的。如果能在礼盒内部设置固定物品的小部件，如系带、卡槽等就更加完美了。（如图1）

其次，能够直观的传达产品信息。以本书中的"World's best coffees gift set of coffee"作品举例，这个品牌的咖啡具有8种不同的口味，设计师以种族和地域文化为线索，对这8种口味加以区分，顾客可以依据包装非常简单的选择适合自己口味的咖啡。（如图2、图3）

第三，有利于促进人际间的情感交流。购买者用精美的礼物来表达自己对受赠者的敬意，使其感受到礼物的价值，并产生满足感。
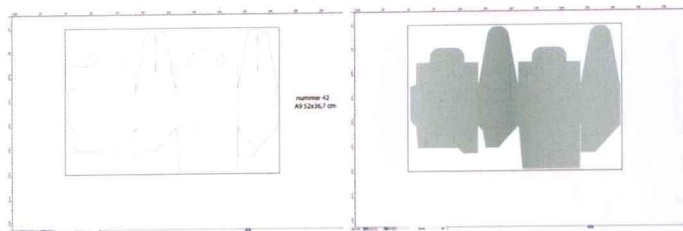
starting with the structure

adding the first design elements

The Context of The Creative Thinking When Received Gifts Packing Case

Gift packaging is the packaging design theme that full of human kindness, it has greater flexibility on design processing. In the modeling of packaging that more focus on strong artistic quality, the pursuit of characteristic and the individuality, reflect the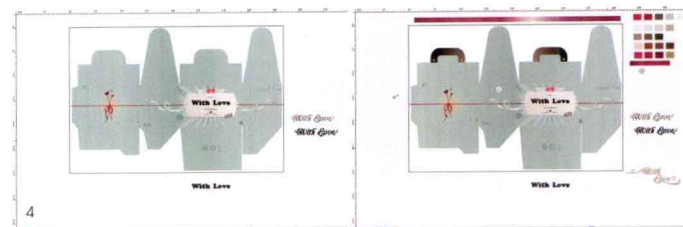 giver's personality and culture cultivation, also have good performance on the protection of products and easy to carry.

When do the gifts packaging design, first of all need to choose the materials and packaging design project according to the characteristics of products, match with harmonious colours and patterns, go with the appropriate decorations and so on. Italian designer Romina Iannuzzi shows us her gift packaging design process. (Figure 4,5)

- Make sure the size and do the structural design
- Choose colour
- Design the patterns
- Design ornamental part, such as coloured ribbon, bow, and gift tags etc.
- Packaging products

接到礼品包装设计工作时的创作思维脉络

礼品包装是富有人情味的包装设计题材，设计处理有较大的灵活性。在包装的造型上注重于较强的艺术性、追求特色与个性、体现送礼者的个性及文化涵养，同时要有良好的保护产品的性能且方便携带。

在进行礼品包装设计时首先要根据产品特性进行选材及包装造型设计，配以和谐的色彩和图案，并搭配适当的装饰物等。意大利设计师Romina Iannuzzi为我们展示了她的礼品包装设计过程。（如图4、图5）

- 确定尺寸进行结构设计
- 色彩选择
- 图形设计
- 装饰配件设计，诸如彩带、花结、礼品标签等
- 包装成品

Two years ago my roommate and I decided to prepare some handmade christmas presents. My goal was to create a kind of little paper bag, with something special inside of it for each person.

First I started by selecting a structure from a packaging book. After that I made the design. Since I love vintage stuff and pastel colours, the result of it was exactly the box you see in the final version. Everything began from a sketch on paper, scanned, traced on Illustrator, and coloured using a Pantone Coated palette. Then I printed out the layout on 300 gr paper, A3 size, together with the tags and the Christmas cards. What followed was to cut and stick, put the Christmas card and the chosen present inside the box, with some wadding to make it seem like snow, close it with a satin ribbon and the tag. Final step: write the name of the person on the tag. Finito!

This project took me two months (October, November), including of course the assemblage of every single piece! I gave 35 boxes to friends, families and office team. Everyone appreciated, I think, and the most of them at first didn't even recognize that the box was handmade.

Romina Iannuzzi

两年前，我和我的室友决定准备一些手工制作的圣诞礼物。我的目标是设计一种小纸袋，为每个人在里面装上一些特别的礼物。

首先，我从一本包装设计的书中选择一个结构开始做起。之后我完成了这个设计。因为我热爱老式的东西以及柔和的颜色，设计的结果就是上图中你看到的这个盒子的最终版本。所有的一切都是从纸上的一张草图开始，扫描，经过插画师的描绘和使用了潘通色卡的色板来上色。之后我将构图和礼品标签以及圣诞贺卡打印在300克，A3大小的纸上。接下来要做的就是裁剪和粘贴，放置圣诞贺卡和选择装在盒子内的礼物，再配上一些填充材料让它看起来像是雪花一样，用一条缎带和礼品标签将盒子扎起来。最后一步：在标签上写上受礼人的名字。这样就完成了！

这一设计花费了我两个月的时间（十月、十一月），当然这段时间包括了组装每一件包装盒的时间。我一共向朋友们、家人和我的工作团队送出了35份礼盒。这份礼物受到了所有人的欢迎，我想，他们中的大部分人都没有发现这份礼物其实是手工制作的。

罗米娜·安努兹

Detail Expressions in Gift Packaging Design

礼品包装设计的细节表达

Every gift has its unique significance and characteristic; designers should pay particular attention to explore these items special traits and flash points, and amplify it then make it eye-catching. Such as fragile gifts, need to make the corresponding identification on the packaging. (Figure6)

每一件礼物都有着它独特的意义和特质，设计师尤其要注意发掘这些物品的特别之处和闪光点，将其放大并使之受到关注。如易碎的礼品，需要在包装上做出相应的标识提醒。（如图6）

...with Love
*please handle it with care

Lil'Ro
This is a Lil´Ro— 100% handmade gift
6

(Figure 7)In order to reflect the original product qualities of this Croatian herbs shop, the designer uses the original gunny bags to express the special traits of the products.

（如图7）为了体现这家克罗地亚药草商店原生态的产品特质，设计师采用原始的麻袋包装来表达该商品的特别之处。麻乃自然织物，且历史悠远，清新、自然、古朴而有味道。

7

Elements of Gift Packaging
礼品包装的设计要素

1

(Figure1) The Danish designer Stine Engels Henriksen wants to do the packaging design with simply and inexpensive material, he chose common and ordinary kraft paper as the based packaging material, and then use brightly coloured notepaper to creating flowers shapes, that immediately let the packing work looks luxuriantly green, with a happy upward vitality, and looks colourful, extra grace. This is the power what colour bring to a gift packaging, it makes every gift has its own unique character and language.(Figure2) As shown below, the designer uses the bright colour with high saturations to highlight happy and pleasant atmosphere, along with ribbons and gift tags to decorate. That such a beautiful gift, will you not reluctant to open it?

（如图1）设计师Stine Engels Henriksen想要采用简单又便宜的材料进行礼品包装设计。他选择了常见又普通的牛皮纸做基础包装，然后利用许多色彩鲜艳的信纸打造成花朵的形状，顿时让这个包装作品看起来郁郁葱葱，充满快乐向上的生命力，看起来异彩纷呈，增色万分。这就是色彩带给礼品包装的力量，它让每一件礼物都具有了自己独特的性格和语言。

（如图2）设计师采用饱和度非常高的明亮色彩来突出喜庆、愉快的氛围，并配以缎带、小吊牌等加以装饰，这样精美的礼品，会不会舍不得打开它呢？

The Pleasant Colour

It is said by Picasso that the colour is same with the form, and it is like peas and carrots with our emotional feelings. Colour is part of the packaging and also become a part of the gift symbol. The colour of packaging material is a kind of suggest that cool colour is clam, warm colour is sweet and happy, red colour represents the mood of hotness and joy, black colour represents grief and sadness, green colour make people feel harmonious and peace as the flavour of natural, and gold colour shows elegance and generous. The white colour reflects the pureness and refinement; however blue colour is full of fantasy and mystery. Therefore, from the colour of the gift packaging, it can decide where the gift is used for.

悦目的色彩

毕加索说过，色彩和形式一样，与我们的情感形影不离。色彩为包装的一部分，也就成为馈赠符号的一部分。所用包装材料的颜色是一种暗示，冷色沉着镇定，暖色温馨舒畅，红色表示热烈、喜悦的心情，黑色表示悲痛优伤，绿色给人以和谐安宁感，表现出大自然的气息;金黄色则显得雍容华贵、典雅大方，白色体现了纯洁雅致，而蓝色则充满了幻想和神秘感。因此从礼品包装的外观色彩，就能够判断该礼物是用于何种场合、赠与对象特征等。

2

when designing a gift packaging, the packaging colour should be chosen according to the product's features, cool or warm, light or black, colour purity, and chroma, etc. Colours have great influence on people's mood, and harmonious colours give person implicative, rich, elegant, pleasant and comfortable. Therefore, the collocation of packaging colour can distinguish by age and gender: men mainly use cool colour, women can choose the bright colour or elegant light colour, and children often choose bright colour with lively patterns. (Figure1,2)

在进行礼品包装设计时，应该根据产品的特点来选择色彩，冷暖、明暗、纯度、彩度等。色彩对人的情绪影响很大，色彩调和给人以含蓄、丰富、高雅、愉悦、舒服的感觉。因此，包装色彩的搭配可按年龄和性别加以区别：男士应以冷色调为主，女士可选择色彩亮丽或素雅大方的浅色，儿童应挑选色彩明快，活泼可爱的图案。亲情赠礼可选温馨的色彩，突出朴实宁静的亲切感。（如图1、图2）

3

Fine Graphics

How to attract consumer's attention effectively among a wide variety of products? This requires the designer make full use of all kinds of ideas and design methods during the packaging graphic design process, to make the packaging image can affect the subconscious rapidly and draw the consumer's attention. Packaging graphics is the main carrier of gift packaging's external information; it can fully display the gift feature and make consumers recognize this gift through the external graphics. The design elements included in gift packaging graphics design are text, illustrations, graphics and patterns, etc. Designer can make full use of these elements to create unique beautiful graphics, in order to convey the characteristics of gifts. The main purpose of gift packaging design is to make gift looks more elegant and more attractive, whether graphics design succeed or not, is the important factor to make the customer interested or be less interested. (Figure3-8)

精美的图形

在琳琅满目的商品中，如何能够有效的吸引消费者的注意力呢？这要求设计师在包装图形设计的过程中，要充分利用各种创意和设计手法，使包装形象能迅速的影响潜意识，引起消费者的注意。包装图形是礼品包装外部信息的主要载体，充分显示礼品特征，使消费者从整体包装的外部图形上能够识别该礼品。礼品包装图形设计包括文字、插画、图形、图案等设计元素。设计师可以充分利用这些元素来制作独特美观的图形，借以传达礼品的特征。礼品包装设计的主要目的是使礼品看起来更加精美具有吸引力，图形设计的成功与否，是能否打动消费者的重要因素。（如图3-图8）

(Figure3) This is a gift bag design for Andreas and Sophia's wedding, white is a symbol of purity of their love, the words on the gift bag are Sophia/Wisdom, Pisti/Faith, Agape/Love and Elpida/Hope, means wisdom, faith, love and hope. This is the theme of their wedding and also the indispensable good quality in marriage life. The designer used these words as the design element for the gift packaging design, to express the blessing to their marriage.

(Figure4) This is an extra virgin olive oil gift box that limit to 1000 in global, box contains three cans of olive oil: one from Portugal, Spain and Italy. Three young art talents from each country illustrated the cans to show different culture and customs of their countries. Each picture illustrates the distinct characteristics of these countries: the great maritime achievements of Portuguese, hot and passionate Spanish lady and luxuriant false face in the Italian Renaissance. The talents illustrated the cans to represent what they love about their countries and dress a beautiful coat for the gift that make people very impressed and could not help collecting these beautiful cans.

（如图3）这是为安德烈亚斯与索菲亚的婚礼所设计的礼品袋，白色象征着他们纯洁的爱情，礼品袋上的文字为Sophia/Wisdom, Pisti/Faith, Agape/Love and Elpida/Hope，意为智慧、忠诚、爱情与希望，这正是他们婚礼的主题，也是婚姻生活中必不可少的美好品质。设计师以这些文字为设计元素进行礼品包装设计，表达对他们婚姻的祝福。

（如图4）这个是全球限量1000份的橄榄油礼盒包装作品，礼盒内部装有3罐橄榄油，产地分别是葡萄牙、西班牙和意大利。三位来自不同国家的年轻的艺术家通过插画设计展示了他们各自国家的别样风情。每一幅插画都鲜明的刻画了这些国家的特征，葡萄牙人伟大的航海成就，热情似火的西班牙女郎，意大利文艺复兴时期的华丽假面。艺术家们通过这些插画来展示他们对自己国家的热爱之情，也为这份礼品披上了华美的外衣，让人印象深刻忍不住想要收藏这些漂亮的罐子。

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(Figures5,6) This is a set of chocolate packaging design. It has three flavours: orange, lemon and honey. Designer used these taste as a graphic design element skillfully and placed in the slot of the origami leaf divider. So can distinguish the three different flavours-orange, lemon and honey clearly, and the leaves shape external unified packaging didn't destroy the overall harmony. It is environmental friendly since the box is made of recycled paper.

（如图5、图6）这是一组巧克力礼盒包装作品。有橘汁、柠檬和蜂蜜三种口味，设计师巧妙地将这三种口味作为图形设计元素，并将它们设置在树叶隔断的插槽中。从而使橘汁口味、柠檬口味和蜂蜜口味鲜明地区分开来，外部统一的树叶包装又不会破坏整体的和谐，而且包装盒采用再生纸质材料制成，非常符合时下流行的环保理念。