

Teaching Unit
教學單元

Hong Kong Tea (Secondary 2)

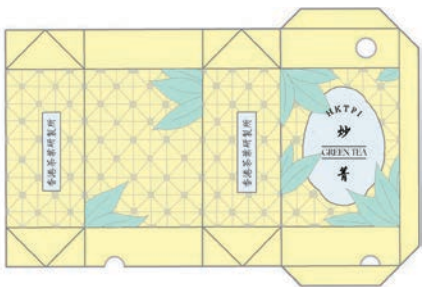
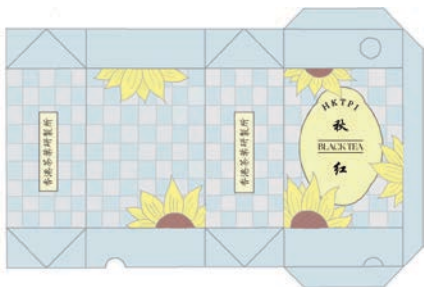
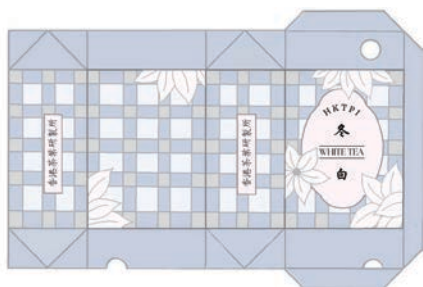
This unit helped students design packaging for tea beverages: the red, white, and green teas produced by the Tai Po Kadoorie Farm in collaboration with the Hong Kong Tea Research Institute. The designs should incorporate Hong Kong's cultural elements to tell the stories of Hong Kong and promote local tea specialties.

香港茶飲（中二）

本單元讓學生為大埔嘉道理農場與香港茶葉研究所合作生產的紅茶、白茶和綠茶，設計茶飲包裝。設計應融入香港文化元素，講述香港故事，並推廣本地特色茶飲。

CHAN Lok-yea Candice
陳樂兒

A Series of Tea Beverage Packaging Design
一系列茶飲包裝設計



Stage One:
Visual for Inspiration
第一階段：圖象引發靈感

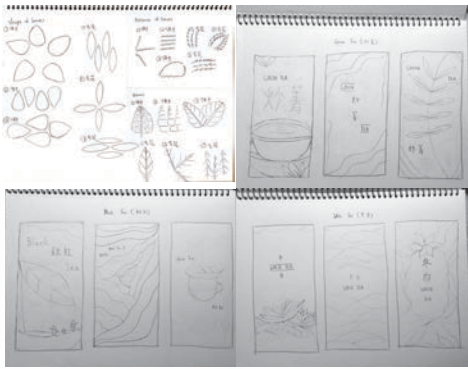
Collected 3 images for each red, white and green tea and Hong Kong's cultural elements.

集紅茶、白茶和綠茶各3張圖片，以及香港的文化元素。

Stage Two: Draft
第二階段：草圖

Drafted 3 different designs for each red, white and green tea, with visual hierarchy and used composition grid, to develop the students' observation and drawing skills. Students sketched the shapes and vein patterns of Buddha's hand fruit and various flowers in their sketchbooks, and used these to create three different designs.

為紅茶、白茶和綠茶各繪製3個不同的設計草圖，須包含視覺層次和運用構圖網格，以培養學生的觀察力和繪畫技巧。學生在速寫本上勾勒佛手柑和各種花卉的形狀和紋理，並以此為基礎創作三個不同的設計。



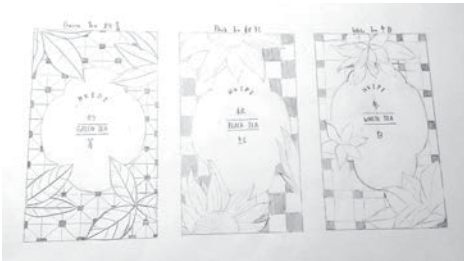
Stage Three: Design
第三階段：設計

Developed cohesive design for red, white and green tea (with Hong Kong's cultural elements)

Before starting the sketch process, the student researched various traditional Hong Kong patterns to match the specific flower or plant. Each image carries its own meaning in different contexts. The student had a tough time researching each of them just to find the perfect one.

為紅茶、白茶和綠茶設計了風格統一的包裝（融入香港文化元素）

在開始繪製草圖之前，學生收集傳統的香港圖案，以搭配為每種茶葉所選定的植物，這些圖象的特色在不同領域蘊含著獨特的意義。為了找出最合適的圖像，學生花了不少功夫研究每種圖象，找到合適的配對配搭茶品。



Stage Four: Prototype
第四階段：製作原型

The student designed clear and bold presentations for the tea names to capture consumers' attention. To enhance readability and ensure important information stands out, she used contrasting yet warm colours between the text and background. Additionally, the floral motifs add visual appeal, flowers are widely associated with freshness and sweetness; this not only suggest that the tea has an exquisite flavour, but also helps the design resonate with consumers of all ages.

學生為茶飲名稱設計了清晰醒目的視覺，以吸引消費者的注意。為了增強名稱的可讀性並確保重要信息的突出，在文字和背景之間使用了對比鮮明但又溫暖的顏色。此外，花卉圖案增添了視覺吸引力。由於花朵普遍與清新和甜美聯繫在一起，它們暗示著這些茶飲口感極佳，有助引起各個年齡段消費者的共鳴。



Stage Five: Improvement
第五階段：改進

Improvement made after seeking professional advise: transfer of symbols into new contexts and compositions, for creating a series of cohesive design.

諮詢專業人士後的改進：將符號應用於新的情境和構圖，並建構一系列協調一致的設計。

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香港茶飲（中二）

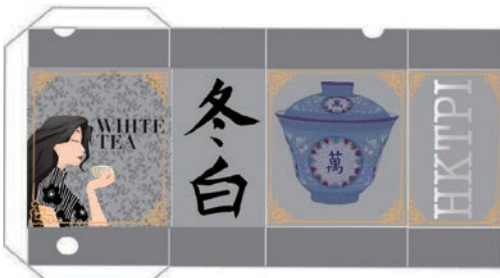
本單元讓學生為大埔嘉道理農場與香港茶葉研究所合作生產的紅茶、白茶和綠茶，設計茶飲包裝。設計應融入香港文化元素，講述香港故事，並推廣本地特色茶飲。

LEUNG Hoi-ying Clare

梁凱盈

A Series of Tea Beverage Packaging Design

一系列茶飲包裝設計



Stage One:
Visual for Inspiration

第一階段：圖象引發靈感

Collected 3 images for each red, white and green tea and Hong Kong's cultural elements, for example, Hong Kong's transport and cuisine.

搜集紅茶、白茶及綠茶的視覺參考資料，並整理與香港文化相關的元素，例如交通工具及本地飲食。

Stage Two: Draft

第二階段：草圖

Drafted 3 different designs for each red, white and green tea, with visual hierarchy and used composition grid.

為各類茶飲發展三款設計草圖，並運用視覺層次與構圖原則來組織畫面。



Stage Three: Design

第三階段：設計

Developed cohesive design for red, white and green tea with Hong Kong's cultural elements.

The design bridged Western and Eastern cultures, blending modern fashion with cultural heritage. The sketches were inspired by the film In the Mood for Love and the singer Paula Tsui — iconic songs and qipao which she appreciated in school.

發展一系列紅茶、白茶及綠茶的整體設計，並融入香港文化元素。

設計融合中西文化，結合現代時尚與文化傳承。草圖靈感來自電影《花樣年華》及學生在學校欣賞到徐小鳳的代表作及其標誌性的旗袍。



Stage Four: Prototype

第四階段：製作原型

On the front of the red tea packaging, the student illustrated a woman holding a Western-style teacup to convey the joy of drinking tea. Floating leaves emphasised freshness, while clear text, large traditional Chinese fonts, a prominent logo and name ensure the product is easily recognisable.

To make the composition engaging, she used symmetry to guide the viewer's eye toward the central logo. She also emphasised the focal point by shifting the perspective to a side view rather than a front-facing one, and incorporated various leaves to represent the tea.

For the green tea packaging, the back featured a traditional Wanshou teacup in a darker green for contrast, highlighting the specific flavour "Chaojing". She used a solid black background for the black tea packaging to create a bold contrast with the white colour, drawing the consumer's focus directly to the product name.

紅茶包裝的正面描繪一位手持西式茶杯的女性形象，以表達品茶的愉悅感。畫面中的飄動茶葉突顯清新感，而清晰文字、大字體的傳統中文字、鮮明的標誌與名稱設計，提升產品的辨識度。

在構圖上運用對稱，引導觀者視線聚焦於中央標誌；同時採用側面視角取代正面構圖，以強化畫面動感，並加入不同形態的茶葉元素以表現茶的特性。

綠茶包裝背面以較深的綠色呈現萬壽茶杯圖案，形成視覺對比，並突顯「炒菁」此一獨特茶類風味。黑茶包裝採用純黑色背景，與白色形成強烈對比，使消費者視線集中於產品名稱。



Final Work

完成作品

Improvement made after seeking professional advice: transferred the symbols into new contexts and compositions for creating a series of cohesive design.

經專業設計師指導後作出改進，包括將符號轉化並應用於新的情境和構圖，以及建立一系列更具一致性的設計。