

Teaching Unit
教學單元

Sheung Shui People Celebrating Mid-Autumn Festival (Secondary 4)

This unit aimed to help students design new mooncake packaging for "Sheung Shui Hing Fat Bakery" to promote handmade mooncakes, bringing out the message of family reunion during the Mid-Autumn Festival. At the same time, it hoped to attract young customers, achieving the goals of promoting Chinese culture, cherishing traditional crafts, and valuing family gatherings. The design should integrate traditional and novel elements, presenting a nostalgic and elegant style. Students were required to add Chinese festive elements to the design.

上水人過中秋（中四）

本單元為「上水興發餅店」設計全新的月餅包裝，以推廣手製月餅，及帶出中秋節團圓的信息。同時期望能吸引年輕人購買，達到推廣中華文化、珍惜傳統工藝及重視與家人共聚的目標。設計需融合傳統與新穎，展現懷舊且高貴優雅的風格。學生需加入中式喜慶元素。

LO Yuen-kei

盧琬琦

Mooncake Packaging Design
月餅包裝設計

Moonlit Charm
《月華流韻》

Employed the traditional Mid-Autumn Festival memories of the Sheung Shui community in Hong Kong, as the subject matter to design a mooncake box. Based on nostalgic sentiments and combined with "a sense of ritual" pursued by modern young people, it is hoped that the design possessed both cultural feelings and practical value, thereby attracting the new generation to inherit local festival culture.

本設計以上水社區中秋節為題材設計月餅盒。設計以懷舊情感為基調，結合現代年輕人追求的「儀式感」，達到兼具文化情懷與實用價值的包裝，從而吸引新世代傳承本地節慶文化。

Design Features
設計特色

- Rustic materials and Delicate Craftsmanship: Used "wooden" Chinese-style packaging, incorporating hollow-out designs, landscape scenery, and gold/silver embellishments, enhancing the sense of luxury and cultural heritage.
- Multi-functional Reusability: Broke the single-use nature of packaging. It features a built-in "lantern" that could be independently taken out, making it convenient as a home decoration later, endowing the product with continued value.
- Integrating Elegance and Modern Fun: Combined traditional elegance with modern interactive fun, catering to the young demographic's preference for novel items and their focus on the sense of ritual.
- 古樸材質與極致工藝：採用「木質」中式包裝，融入鏤空設計、山水造景及金銀點綴，以提升華麗感與文化底蘊
- 多功能可重用性：打破包裝用完即棄的單一用途，內置可獨立取出的「燈籠」，方便日後作為居家裝飾，賦予產品延續價值
- 融合高雅與現代趣味：結合傳統高雅氣質與現代互動趣味，迎合年輕族群既喜愛新奇物品又注重儀式感的特質



Front View
正面

Back View
背面

Opened
打開

Pull out drawer
拉出抽屜

Stage Data Collection and
Understanding Client Needs
資料搜集及了解客戶需要

Collected information about Sheung Shui residents celebrating the Mid-Autumn Festival and traditional information about the festival, further explored client requirements, and organised them into design concepts.

搜集有關上水居民過中秋的情況及中秋佳節的傳統資料，再探討客戶要求，以整理設計概念。



Drew mind maps to inspire creative ideas.
繪畫腦圖以引發創作意念。



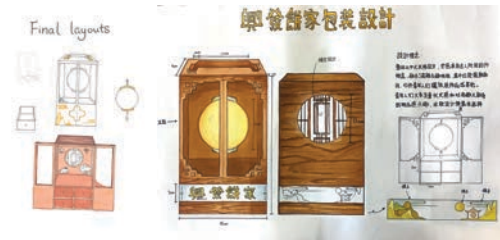
3D Packaging and Prototype Production
立體包裝與原型製作

In the making stage, the student had to complete two 3D mooncake box prototypes (first draft). The design had to combine traditional Chinese and local Sheung Shui characteristics to present an elegant, and novel visual style.

進入「月餅包裝盒設計」的實體創作階段。學生須完成兩個立體月餅盒原型（第一稿），設計需結合中國傳統與上水在地特色，呈現出高貴雅致且新穎的視覺風格。



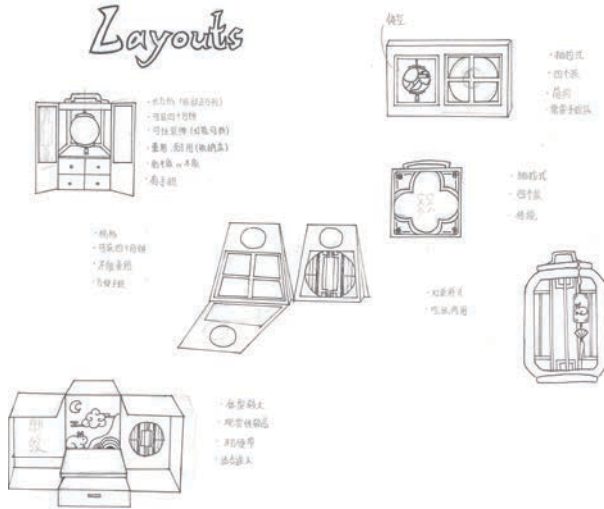
Illustration Board and Structural Adjustments.
展示圖與結構調整。



Study about Packaging Structure
and Idea Formation
包裝結構研究與意念形成

Appreciated Chinese-themed packaging designs, analysed composition, matching images, texts and the 3D structure of the packaging, thereby finalising the design after confirming the design direction.

評賞針對中國主題的包裝設計，分析構圖、圖文配合及包裝的立體結構，確立設計方向後完成定稿



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HE Lin
何琳

Mooncake Packaging Design
月餅包裝設計

Moonlit Charm

《月華流韻》

This design targeted the youth demographic and reinterpreted the Mid-Autumn Festival with "New Chinese" aesthetics. Visually, it incorporated classic elements like "moon gazing" and "Jade Rabbit"; structurally, it was inspired by the shape of a "teacup", which not only enhanced the interactive fun of opening the box but also conveyed the cultural imagery of relatives and friends gathering to "taste tea and eat pastries" for achieving the goals of visual innovation and cultural inheritance.

本設計鎖定年輕族群，以「新中式」美學重新詮釋中秋節慶。視覺上融入「賞月」與「玉兔」等元素；結構上則以「茶杯」造型為靈感，不僅提升開盒的互動趣味，更傳遞親友團聚「品茗吃餅」的文化意象來達成視覺創新與文化傳承的目標。



Front View
正面



Back View
背面



Back View (With Light On)
背面(著燈)



Unfolded Internal View
展開後內部



Once unfolded, the interior reveals four small mooncake boxes that can be arranged to form a circular wreath (featuring the Four Gentlemen of Flowers)

展開後內有四個月餅小盒，能拼成一個圓形花環（花中四君子）。

Creative Focus
創作重點

Structure and Form
結構與造型

The design consisted of an "outer packaging box" and The inside "teacup-shaped" individual boxes used to hold the mooncakes.

設計分為「外包裝盒」與內部裝載月餅的「茶杯」造型小盒。

Interactive Experience
互動式體驗

The design emphasised the three-dimensional structure and the unfolding process of the packaging. The design plates specifically featured visualisations of the "teacup opening" effect and the step-by-step unfolding sequence of the small mooncake boxes. This multi-layered opening process was designed to enhance the playfulness of the packaging.

強調包裝的立體結構與展開過程，設計圖中特別展示了「打開茶杯效果圖」以及小月餅盒的「展開」步驟，透過層層打開的設計增加包裝的趣味性。

Stage Data Collection and Understanding Client Needs
資料搜集及了解客戶需要

Conducted a field trip to Yuen Long Hing Fat Bakery, took photos and observed, and recorded the brand's features of "insisting on handmade, using fine ingredients", then analysed client needs.

對元朗興發餅家進行實地考察，包括拍照及與觀察，紀錄該店「手工製作、用料實在」的品牌特色，然後再分析客戶需要。

Hing Fat Bakery
- Location: Shek Wu Hui Market
- Buyers: Neighbourhood residents, online purchase
- Handmade mooncakes
- Over 50 years old brand

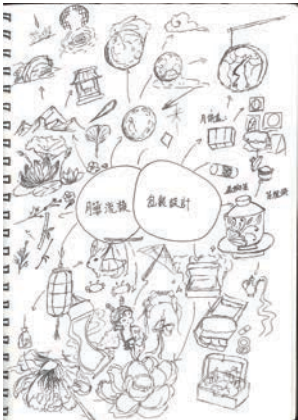
興發餅家
— 位置：石湖墟街市
— 買家：周邊居民、網上購
— 手作月餅
— 超過五十年

Client requirements
- Retain tradition
- High-end, elegant
- Innovative / novel
- Practical yet unpretentious

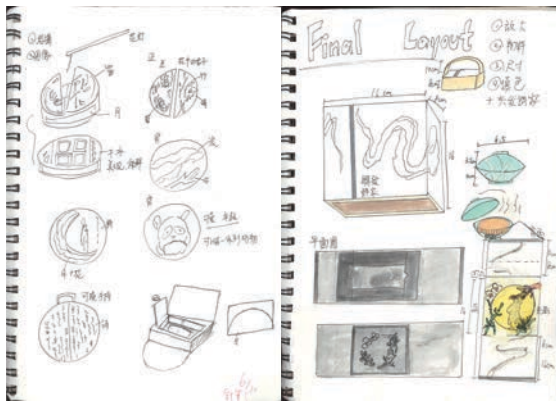
客戶要求
— 保留傳統
— 高級，典雅
— 創新/新穎
— 實而不華



Drew mind maps to inspire creative ideas.
繪畫腦圖以引發創作意念。



Idea Exploration — Drawing Sketches
意念探索——草圖繪製



Art Appreciation and Criticism
藝術評賞

Appreciated the fine-line paintings and pen paintings of TAO Hoi-chuen and Georgette CHEN, analysed their ways of conveying culture and emotion. Additionally, practised ink wash painting techniques and produced.

參考杜海銓、張荔英等人的工筆及鋼筆作品，分析他們如何表現文化和情感。另外，練習水墨畫技巧，繪製草圖。

Final Draft
定稿

