

Teaching Unit
教學單元

Hong Kong Street Food Culture (Secondary 2)

This unit took "Hong Kong Street Food Packaging Design" as a topic to guide students to apply design thinking to address user pain points. Students appreciated and explored the physical structure, visual hierarchy, and cultural presentation of existed brand packaging. From this, they learned visual arts knowledge such as spatial transformation between 2D and 3D, typography, and organisational principles (emphasis). Through hands-on practice, students used deconstruction and reorganisation techniques to make packaging prototypes. Combining illustration and typography, they created design works with practical function, aesthetics, and Hong Kong's unique cultural atmosphere.

香港街頭小食文化（中二）

本單元以「香港街頭小食包裝設計」為題材，引導學生運用設計思維解決用家痛點。學生透過評賞現有品牌包裝，分析其形體結構、視覺層次與文化呈現；從中掌握平面與立體的空間轉換、字體風格及組織原理（如焦點）等設計知識；並於創作實踐中，運用解構與重組技巧建構包裝原型，結合插圖與字體設計，創作出兼具實用功能、美感及香港獨特文化氣息的设计品。

HO Ching-yi
何靜宜

Fishball Packaging Design
魚蛋包裝設計



In the work, colourful images about Hong Kong — such as signs, pawnshops, and mahjong were used — to showcase the unique urban culture of the city. Integrating stylised typography and images, the student designed the "fishball cup". Instead of merely a container, with a string being attached to the cup body, it could be carried like a crossbody bag, making a hand-free convenient for people to enjoy fishballs while strolling through the streets of Hong Kong.

作品以色彩繽紛的香港視覺語彙，例如街道牌、大押店舖、麻雀等——展現香港獨有的城市文化，再配合富設計感的字體與圖象，設計出一個用來盛載魚蛋的杯子。這不僅是一個杯子，杯身更繫有一條繩子，可如斜揷袋般隨身背負著，方便人們在逛街時一邊享受魚蛋美食，一邊遊走於香港街頭。



Target Audience
設計對象

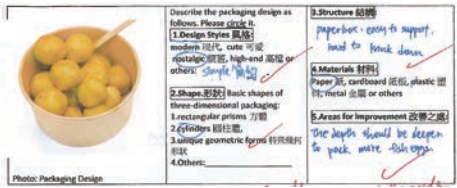
Young People
年青人



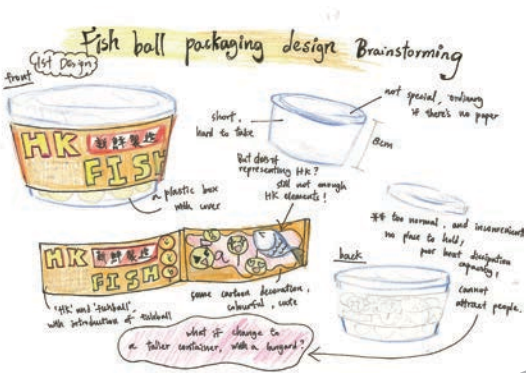
Field Trip and Analysis
實地考察與分析

Through on-site observation and recording of consumer behaviour, analysed the design elements, pros and cons of existing street food packaging to establish a clear direction for subsequent design.

透過實地觀察消費者行為並進行記錄，分析現有街頭小食包裝的設計要素及優缺點，為後續的改良設計確立清晰方向。



Initial Idea
初步構思



Form Exploration
形體探索

Used ready-made snack packaging and cardboard for actual modifications. Applied "destructive innovation" techniques such as cutting and folding to explore various possibilities of packaging form and structure.

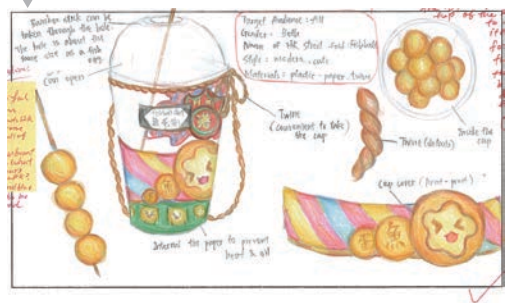
利用現成的小食包裝及卡紙進行實體改裝。學習以剪裁、重摺等「破壞性創新」的手法，動手探索並發掘包裝形體與結構的各種可能性。



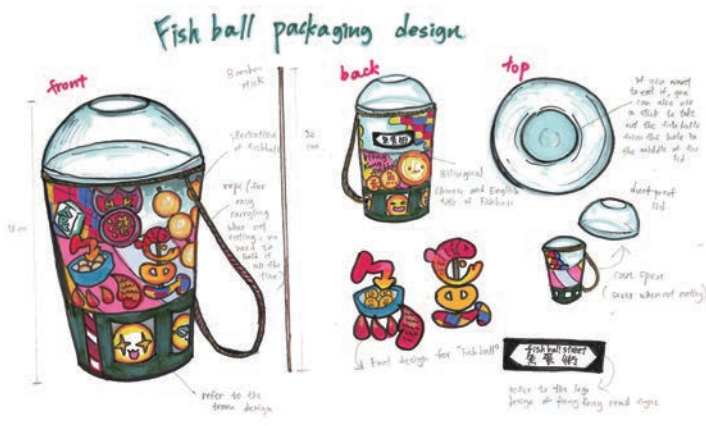
Further Idea Development
進一步發展意念

After form exploration, further developed ideas whilst taking account of portability, protection, thermal insulation and aesthetics.

經過形體探索後，在兼顧便攜性、保護性、保溫性與美感的前提下，再進一步發展意念。



Final Design Draft
最終設計稿



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LAM Lam
林琳

To let local residents and visitors know about Hong Kong's signature snack — egg waffles. While tasting the delicious food, they could understand its production process. The design was composed of two paper containers, with the form inspired by the mould used to make egg waffles. The words "HK Egg Waffle" were laser-engraved and hollowed out on the container, which not only displayed the brand image but also had a ventilation function, keeping the egg waffles hot and crispy. The overall design drew inspiration from Japanese minimalist style, blending contemporary and fashionable elements. A small booklet was attached to the handle, briefly introducing the egg waffle making process with bilingual text (Chinese and English) and illustrations. The main colour scheme featured red, white, and blue, symbolising Hong Kong's spirit and vitality. After enjoying the egg waffles, customers could also keep the packaging and booklet as a souvenir.

讓市民及海外遊客認識香港的特色小食——雞蛋仔。在品嚐美味之餘，也能了解其製作過程。設計以兩個紙製盛器組合而成，造型靈感源自製作雞蛋仔的模具。盛器上以鐳射雕刻鏤空「HK Egg Waffle」字樣，不僅展示品牌形象，同時具有透氣功能，讓雞蛋仔保持熱騰騰的酥脆口感。設計參考日本的極簡主義風格，加入現代感與時尚氣息。手柄上繫有一本小冊子，以中英文配合插畫，簡介雞蛋仔的製作過程，并以紅、白、藍為主色，象徵香港精神與活力。顧客在品嚐完雞蛋仔後，亦可將包裝及小冊子收藏留念。

Egg Waffles Packaging Design
雞蛋仔包裝設計

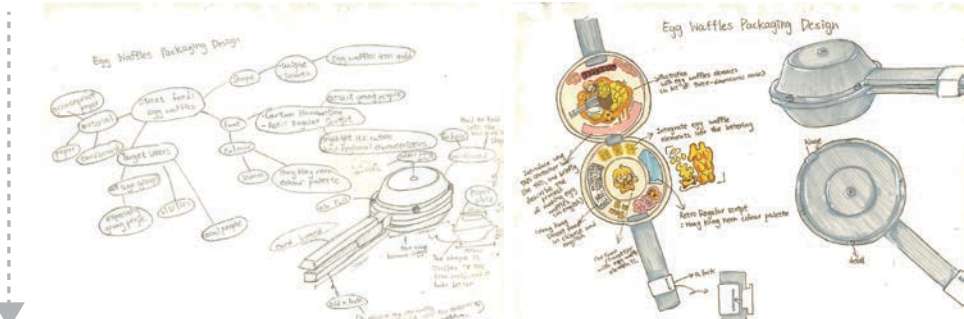


Initial Idea
初步構思



Further Idea Development
進一步發展意念

After choosing Solution Two, the student used mind maps to further advance thinking. 選擇方案二之後運用腦圖，再推進思考。



Producing Prototype
製作原型

Transformed the 2D design into a 3D presentation. 把平面的設計轉化為立體呈現。



Cultural Promotion:
Mini Promotional Design
文化推廣：迷你文宣設計

Introducing Hong Kong egg waffles to visitors and local residents. 向遊客及本地居民介紹香港蛋仔餅。



Form Exploration
形體探索

Used ready-made snack packaging and cardboard for actual modifications. Under the premise of balancing portability, protection, thermal insulation, and aesthetics, students learned to use "destructive innovation" techniques such as cutting and folding to explore and discover various possibilities of packaging form and structure. 利用現成的小食包裝及卡紙進行實體改裝。在兼顧便攜性、保護性、保溫性與美感的前提下，學生學習以剪裁、重摺等。「破壞性創新」的手法，動手探索並發掘包裝形體與結構的各種可能性。



Laser Cut Prototype
雷射切割原型

Through collaboration with the subject of "Design and Technology", laser cutting machine was used to engrave the words "HK Egg Waffle" on the packaging lid. This design serves a dual function: it acts as a vent to release steam and keep the egg waffles crispy, and it is also a subtle brand identity element, creating a minimalist style that eliminates redundant decoration and conforms to contemporary design trends.

透過與「設計與科技」科目的合作，學生利用雷射切割機在包裝蓋上刻出「HK Egg Waffle」字樣。這項設計兼具雙重功能：它既是能散發蒸氣、保持雞蛋仔酥脆的實用排氣孔，也是一種低調的品牌識別元素，既剔除多餘裝飾亦配合當代設計趨勢的極簡風格。

