

Teaching Unit
教學單元

Hong Kong Street Food Culture (Secondary 4)

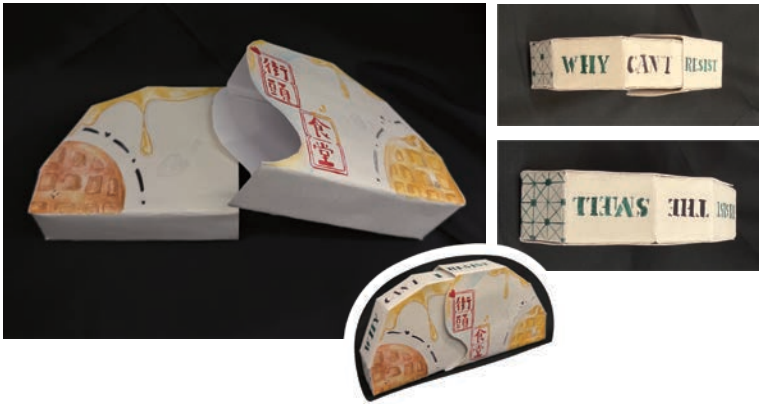
Students used design thinking to solve user pain points. Through appreciating packaging design cases from local and abroad, they analysed the practical functions of physical structures and illustration styles. From this, the students mastered visual arts knowledge such as transforming 2D to 3D (development drawings and paper pattern structures), the interactive relationship between text and image, and visual flow. During creative practice, they made functional and aesthetically pleasing packaging prototypes and display boards for a virtual brand. Furthermore, they learned to use dense spatial arrangements, illustrations, and typography to showcase Hong Kong's lively and bustling street charm.

香港街頭小食文化（中四）

學生運用設計思維解決用家痛點，透過評賞本地及海外包裝案例，分析形體結構的實用功能及插畫風格，從中掌握平面轉化立體（展開圖與紙樣結構）、圖文互動關係與視覺流動等設計知識；並於創作實踐中，為虛擬品牌製作兼具功能性與美感的包裝原型及展示板。另外，學生運用密集的空間安排、插畫與字體設計，展現香港活潑熱鬧的街頭魅力。

MA Chi-lam
馬滋琳

Grid Cake (Egg Waffles) Packaging Design
格仔餅包裝設計



Discovering Design
Pain Points from
Observation
從觀察發現設計痛點

The student observed that existing packaging was mostly designed for single-person consumption. When people want to share a egg waffle with friends, it is difficult to break it apart and it tends to make your hands sticky.

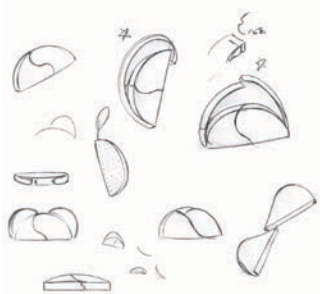
學生觀察到現有包裝多以單人食用為主，當朋友想一起分享一份格仔餅時，往往很難把它分開，且容易弄黏雙手。

Design Purpose
設計目的

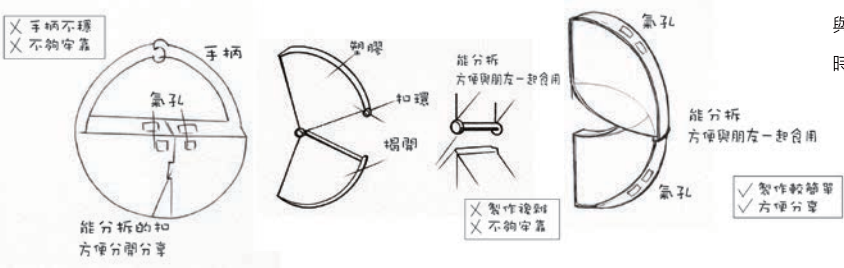
To create an innovative packaging that combines "nostalgic warmth" and "modern practical function". By improving the existing packaging, it solves the difficulty of sharing the food with others, making the sharing process more natural, hygienic and convenient. It is hoped that while retaining the friendly feeling of street food, it brings people closer, allowing the public to easily share joyful moments.

創作一款兼具「懷舊溫度」與「現代實用功能」的創新包裝。透過改良一般現有包裝，解決多人分享食物的困難，讓分享的過程變得更自然、衛生且便利；期望在保留街頭美食親切感的同時，進一步拉近人與人之間的連結，讓大眾能輕鬆共享愉快時刻。

Initial Design
設計初稿

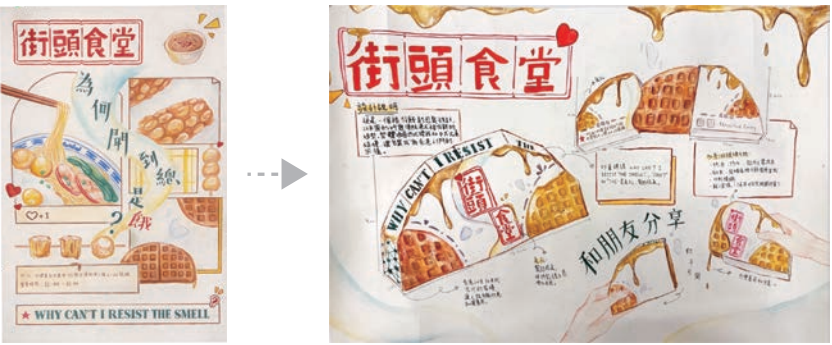


Idea Development
意念發展



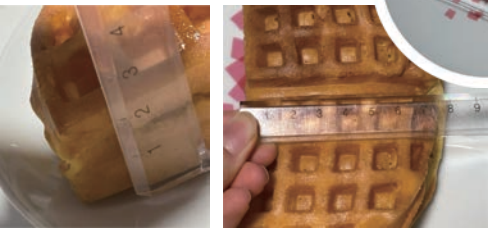
Style 風格	Hand-drawn illustration using soft lines to express friendly feeling. 手繪插畫設計，線條柔和、具親切感。
Colour 色彩	Using warm yellow, creamy white, and red as the main colours to create a nostalgic atmosphere. 以暖黃色、奶油白、紅色為主，營造香甜與懷舊氣氛。
Typography 文字設計	Using red "Street Canteen" seal font to highlight the local street poster style. 紅色「街頭食堂」印章字體，突顯本地街招風格。
Layout 排版	The lid of the packaging presents asymmetrical shapes and flowing lines, increasing movement and dynamics. 包裝的蓋子呈現不對稱的形狀和流動的線條，增加動感與活力。
Overall Feeling 整體感覺	Integrating traditional elements: Nostalgic, warm, real, and friendly with youthful creativity. 懷舊溫馨、真實親切，傳統元素與年輕創意並存。

Continued the design style of the previous poster and applied this to the packaging design.
延續之前海報的設計風格運用到這包裝設計。



Prototype Making and Improvement
製作原型及改良

It was a bit tricky to remove the waffle, so there was a need to test the dimensions in practice.
取出格仔餅略有困難，必須實際測量尺寸。



Practical test of the waffle's dimensions.
實際測試格仔餅的大小。

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HO Lok-yin
何諾延

Fishball Packaging Design
魚蛋包裝設計



Discovering Design Pain Points from Observation
從觀察發現設計痛點

The student got inspiration from fishballs, the most representative authentic street snack in Hong Kong. Whenever passing by food stalls, she smelt the hot curry aroma; this familiar taste represented the warmth and human touch of neighbourhood life. She observed that the fishballs sold at school Kiosk were packed in plastic bags, which were not convenient to carry and easily leaked sauce, so she hoped to design a packaging that is both practical and has a nostalgic characteristic.

學生從香港街頭最具代表性的地道小食——魚蛋中得到靈感。她每當走過小食檔，都能聞到熱騰騰的咖喱香氣，這種熟悉的味道代表着街坊生活的溫度與人情味。她觀察到學校小賣部以膠袋盛載魚蛋，既不方便手提，醬汁也容易滲漏，因此希望設計一款既實用又具有懷舊特色的包裝。



Initial Design
設計初稿



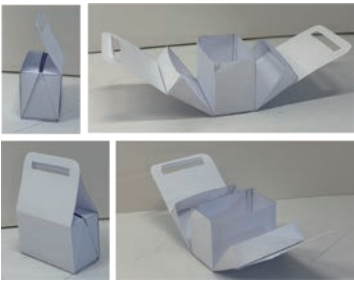
Continued the design style of the previous poster and applied this to the packaging design.
延續之前海報的設計風格運用到這包裝設計。

Style 風格	Mainly a fun style, overall presenting a lively and relaxed feeling. 趣味風格為主，整體呈現活潑、輕鬆的感覺。
Colour 色彩	Using green, white, and yellow as the main tones to create a young and vibrant atmosphere. 以綠、白、黃色為主調，營造年輕且充滿活力的氛圍。
Structure Design 結構設計	Adopting a fish-shaped logo handle design to increase fun and highlight the characteristics of "lizardfish" as fresh raw materials. 採用魚形標誌手提設計，增加趣味性，並突顯「狗棍魚」新鮮原材料的特色。
Functionality 功能性	Balancing portability and thermal insulation effects, enhancing the overall practical value. 設計兼顧方便攜帶與保溫效果，提升整體實用價值。
Overall Feeling 整體感覺	Integrating playful elements into a nostalgic tone, combining street culture and creative design to present a friendly lifestyle. 在懷舊基調中融入玩味元素，結合街頭文化與創意設計，呈現親切的生活風格。

White Model Making
白模型製作

Used waste paper or cardboard to make a 1:1 rough model, transforming the 2D plan into a 3D packaging design to test whether it could stably hold the food.

利用廢紙或卡紙製作 1:1 的粗槪模型，轉化平面圖為立體包裝設計，測試是否能穩固裝載食物。



Prototype Making and Improvement
製作原型及改良



The proportion and details of the lizardfish were not clear enough, failing to highlight the theme.
狗棍魚的比例與細節不夠清晰，未能突顯主題。

The text colour of the title "Street Canteen" was too close to the background; colour contrast had to be strengthened to improve recognisability.
標題「街頭食堂」字色與背景太接近，需加強色彩對比以提升辨識度。

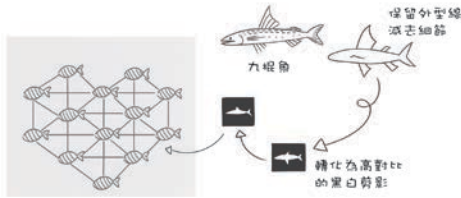
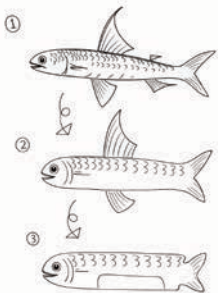
The mosaic tile pattern could make the design fun, making it more closely related to the "fishball" element.
紙皮石圖案可增加設計的趣味，使其更緊扣「魚蛋」元素。



Refined Solution
改良方案

Integrated fish-shaped elements into the mosaic tile pattern with Hong Kong characteristics to explicitly convey the "fishball" product message to buyers.

將魚形元素融入具香港特色的紙皮石圖案中，更明顯地向買家傳達「魚蛋」的產品信息。



發現在小型包裝上呈現九棍魚的剪影不夠清晰，效果不理想，因此改用大更較熟悉的魚形設計