

# 包裝視覺形象之研究 - 以三星地區農會伴手禮青蔥醬為例

## The Packing Vision Image Research ~ Take the Sunshin Area Farmers' Association Present Scallion Sauce as the Example

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**摘要：**為因應全球化的衝擊，政府推動一鄉鎮一特色及大力主導觀光產業發展，提倡地方文化產業，發揚地方文化與特產，但是發展初期，當地居民或是農民因專業所需的專業知識與能力有限，所以只能夠做到較粗糙的規劃與產業推廣，還未能達到一個精緻化及展現文化深度的層級，而在今日，許多文化人、藝術家和設計師，在政府的輔助及輔導下，都紛紛投入地方文化產業的工作。

而在整體產業規劃時，能夠融合有文化意涵的特產，成為主要的推廣商品，往往是最直接有效的，而在選取該項特產時，有可能會陷於地域性的窠臼，雖然可以做出所謂的美觀的產品規劃，卻忽略了其中包裝視覺、品牌印象與整體地方文化的關係是十分重要的，其造型設計的藝術性、推廣性與銷售性都有十分重要的關係，直接影響到商品的發展壽命，與產業的發展，所以重視產品本身的造型規劃，才能讓地方文化產業得以發展，而不是曇花一現而已，所以本研究就是以三星地區農會伴手禮青蔥醬為例，以地方文化產業之伴手禮的包裝視覺、品牌印象與行銷通路分別進行研究探討，經由地方文史資料蒐集、田野調查、問卷調查等，進行其整體的分析與建議，並作為其他設計者從事地方文化創意產業之參考。

**關鍵字：**包裝視覺、品牌印象、行銷通路

**Abstract :** For in accordance to the globalization impact, the government impels a villages and towns characteristic and leads the sightseeing industry development vigorously, advocated the place culture industry, carries forward the place culture and the special product, because but the development initial period, the local resident perhaps the farmer specialized need the specialized knowledge and ability are limited, therefore only can achieve the rough plan and the industrial promotion, but also has not been able to achieve one fine and the development culture depth level, but in today, many cultural workers, the artist and the designer, in under government's assistance and counselling, all in abundance invests the place culture industry the work.

But when overall industrial plan, can fusion literacy Italy contain the special product, becomes the main promoted commodity, often is most direct effective, but when selects this item of special product, has the possibility to be able to sink into the regional pattern, although may make the so-called artistic product plan, has neglected packing vision, the brand impression, sells circuit and the overall place culture relations is actually extremely important, its modelling design artistry, the promotion and the sale all has the extremely important relations, affects directly the commodity development life, with industrial development, therefore takes product itself the modelling plan, can let the place culture industry be able Development, but is not appears briefly, therefore this research is take the Sunshin area farmers' association present scallion sauce as an example, partner of hand ritual by the place culture industry packing vision, the brand impression carries on the research discussion separately, by way of the place historical accounts of past events collection, the field investigation, the questionnaire survey and so on, carries on its whole the analysis and the suggestion, and is engaged in reference the place culture creativity industry as other designers.

**Key Words:** packing vision, brand impression, sells circuit