

ISSN 1001-3563
CN 50-1094/TB

全国中文核心期刊

2021年1月 第42卷 第2期

主管单位：中国兵器装备集团有限公司
主办单位：中国兵器工业第五九研究所

包装工程

Packaging Engineering



复杂系统的认知科学
与创新设计

万方数据

包装工程

第四十二卷 第二期

二〇二一年一月(下半月)

包装工程

Packaging Engineering

第42卷 第2期 2021年1月20日

目次

专题：复杂系统的认知科学与创新设计

- 认知科学与设计研究 徐志磊, 董占勋 1
- 复杂系统的设计认知和创新 胡洁, 陈斌, 朱琳 5
- 基于认知思维和蛛网结构的产品形态创新设计研究
苏建宁, 沈宇浩, 杨文瑾, 张书涛 14
- 用户感性认知与产品感性设计方法及应用
甘艳, 纪璿芮, 师宇哲, 刘心雄 22
- 基于感性工学与知识工程的用户需求认知研究
王伶俐, 左亚雪, 胡洁 28
- 考虑不确定性的多学科设计优化方法研究综述 刘钊, 凌闻元 35
- 基于QFD与FBS的可移动电力检测设备创新设计
陈国强, 戴成, 申正义, 张鹏, 唐子琛 43
- 基于眼动追踪的陶瓷产品造型设计评价方法
苏珂, 李德平, 魏高峰 51
- 包装创新设计中的智能技术专利数据可视化分析
黎映川, 蓝雯琳, 付玉龙, 王伶俐 57

工业设计

- 包容性设计研究进展、热点与趋势 张凯, 朱博伟 64
- 需求驱动下的绿色舒适产品设计要素配置研究
张萍, 张鹏博, 张海峰, 侯爱军 70
- 基于卡诺模型与联合分析的老年人APP用户体验优化设计方法
李永锋, 刘焕焕, 朱丽萍 77
- 基于用户体验的压路机操纵手柄交互品质研究
张昆, 陈滕滕, 冀志成, 张震 86
- 面向FAHP-熵权理论的装配机器人造型设计优化研究
常瑜, 刘宝顺 91
- “空”文化观的解读及其在产品中的应用研究
郝瑞敏, 李勇, 刘夫永 97
- 基于情境感知的移动消防产品功能设计研究
李江泳, 吴帅丹, 张顺峰 104
- 基于正多面体演变的正星体状模块化灯具设计研究
杨晓丹, 成旭东, 周玉华 113
- 基于AHP和模糊综合评价方法的儿童早教机设计
李静, 祖江颖, 王依晨, 朱子源 118
- 桌面机械臂产品语义通用性研究 花雨张, 刘林 123
- 情境视角下就地热再生车辆产品设计策略 翁超, 巩森森, 梁峭 129

治疗PTSD的VR设备交互设计研究	陈园园, 陆金生, 栗晓霞	135
老年人餐具产品的包容性设计研究	杨子莹, 周睿	143
集成AHP/QFD/AD的产品设计方法研究	周生祥, 郑枫	150

视觉传达设计

设计管理视域下的太平猴魁绿色包装设计研究	成乔明	155
近代中国香港老字号中成药包装设计	马熙逵	160
纸质书籍的多元体验设计理念探析	傅小龙, 赵志远, 杨樵	167
刨切薄竹在书籍装帧设计中的美学特征与设计创新	王军, 陈思宇, 潘荣, 陈国东, 钱金英	173
文化地标导视设计研究	郭铁军, 王春晓, 高渤	180
民俗文化元素在城市品牌视觉形象中的应用	陆琳, 陈扬	186
CSS3与网页视觉设计及技术呈现研究	赖守亮, 罗紫惠	191
秦绣针法纹样的转译与设计再生研究	白兴易, 赵清, 冯波波	195
融媒体新闻客户端界面设计研究	庄宇宁, 张志贤	202
中老年用户网购APP首页色彩设计要素研究	许波琴, 卢章平, 李明珠	210

高校设计研讨

沉浸式营销下品牌形象设计特征与传播策略研究	卓识, 喻仲文	217
基于品牌策略下的新会明心陈皮整合包装设计研究	陈晓坚, 袁佳琦	223
老龄化背景下的茶叶包装体验设计研究	杨雪纯, 李芳宇	228
网络媒体环境下的视觉传达设计探究	贾靖	233
平面设计中版式设计的特点及应用分析	王平善	236
书籍设计的情感表现研究	盛卓立	239
电影海报设计的视觉构成与表现	刘楠	243
基于文化特性的传统节日文创开发设计思路	李洋, 刘磊	246
基于春节文化的文创产品设计实践	李静	252
长白山生态文化创意产品设计	黄南南	258
广西铜镜纹样在旅游文创产品设计中的应用	徐丹彤, 王建华	264
莫高窟第61窟《回鹘女供养人》文创设计研究	王丽娜	271
基于情感化设计的旅游纪念品设计	杨启春	279
适老家具的情感化设计探析	卢晓梦	282
川渝民间竹制家具的创新设计	王钢	286
闽南特色文化元素在家具设计中的创新应用	陈高杰	291
基于形状文法的陶瓷茶具创新设计方法研究	徐骁琪, 程永胜, 刘晓宏	298
城市公共设施设计研究	王杰, 宗同惠	305
我国绿色设计政策的宣传推广机制研究	山娜	308
基于Hooked理论的移动短视频应用设计策略研究	何宸, 蒋晓	313

信息索引

《复杂系统的认知科学与创新设计》专题主编、序言介绍

期刊基本参数: CN 50-1094/TB*1980*s*A4*318*zh*P*¥45.00*5000*53*2021-01

PACKAGING ENGINEERING

(Initial Issue 1980) (Semimonthly) Vol.42 No.2 (Total No.440) Jan.20, 2021

Contents

Special Subject: Cognitive Science and Innovative Design of Complex System

- Cognitive Science and Design *XU Zhi-lei, DONG Zhan-xun* 1
Design Cognition and Innovation of Complex Systems
HU Jie, CHEN Bin, ZHU Lin 5
- Product Form Innovation Design Based on Cognitive Thinking and Cobweb Structure
SU Jian-ning, SHEN Yu-hao, YANG Wen-jin, ZHANG Shu-tao 14
- Method and Application of User Kansei Perception and Product Kansei Design
GAN Yan, JI Ying-rui, SHI Yu-zhe, LIU Xin-xiong 22
- User Needs Cognition Based on Kansei Engineering and Knowledge Based Engineering
WANG Ling-yu, ZUO Ya-xue, HU Jie 28
- A Review of Multidisciplinary Design Optimization Methods Considering Uncertainties
LIU Zhao, LING Wen-yuan 35
- Design of Movable Electric Testing Station Based on QFD and FBS
CHEN Guo-qiang, DAI Cheng, SHEN Zheng-yi, ZHANG Peng, TANG Zi-chen 43
- Ceramic Product Modeling Design Evaluation Method Based on Eye Tracking
SU Ke, LI De-ping, WEI Gao-feng 51
- Visualization Analysis of Intelligent Technology of Patent Data in Innovative Packaging Design
LI Ying-chuan, LAN Wen-lin, FU Yu-long, WANG Ling-yu 57

Industrial Design

- Progress, Hotspots and Development Trend of Inclusive Design
ZHANG Kai, ZHU Bo-wei 64
- Configuration of Design Elements of Green Comfort Products Driven by Demand
ZHANG Ping, ZHANG Peng-bo, ZHANG Hai-feng, HOU Ai-jun 70
- Optimization Design Approach for User Experience of the Elderly APP Based on Kano Model and Conjoint Analysis
LI Yong-feng, LIU Huan-huan, ZHU Li-ping 77
- Interaction Quality of Roller Handle Based on User Experience
ZHANG Kun, CHEN Teng-teng, JI Zhi-cheng, ZHANG Zhen 86
- Optimization of Assembly Robot Modeling Design Based on FAHP and Entropy Weight Method
CHANG Yu, LIU Bao-shun 91
- Interpretation of “KONG” Culture Outlook and Its Application Study in Product Design
HAO Rui-min, LI Yong, LIU Fu-yong 97
- Functional Design of Mobile Fire Protection Products Based on Context Awareness
LI Jiang-yong, WU Shuai-dan, ZHANG Shun-feng 104
- Design of Regular Star Modular Lamps Evolved Based on Regular Polyhedrons
YANG Xiao-dan, CHENG Xu-dong, ZHOU Yu-hua 113
- Design of Early Childhood Instructor Based on AHP and Fuzzy Comprehensive Evaluation Method
LI Jing, ZU Jiang-ying, WANG Yi-chen, ZHU Zi-yuan 118
- Semantic Universality of Desktop Robotic Arm
HUA Yu-zhang, LIU Lin 123
- Design Strategies of In-place Hot Recycling Vehicle Based on Situational Factors
WENG Chao, GONG Miao-sen, LIANG Qiao 129
- Interaction Design of VR Equipment for Treating PTSD
CHEN Yuan-yuan, LU Jin-sheng, LI Xiao-xia 135
- Inclusive Design of Tableware Products for the Elderly
YANG Zi-ying, ZHOU Rui 143
- Product Design Method Integrating AHP/QFD/AD
ZHOU Sheng-xiang, ZHENG Feng 150

Visual Communication Design

- Taiping Houkui Tea's Green Packaging Design Based on Design Management Thinking *CHENG Qiao-ming* 155
- Packaging Design of Time-honored Chinese Medicine in Modern Hong Kong *MA Xi-kui* 160
- Multi-element Experience Design Concept of Paper Books
FU Xiao-long, ZHAO Zhi-yuan, YANG Qiao 167
- Aesthetic Features and Design Innovation of Sliced Bamboo Veneer in Book Design
WANG Jun, CHEN Si-yu, PAN Rong, CHEN Guo-dong, QIAN Jin-ying 173
- Guide Design of Cultural Landmark
GUO Tie-jun, WANG Chun-xiao, GAO Bo 180
- Application of Folk Culture Elements in the Visual Image of City Brand
LU Lin, CHEN Yang 186
- CSS3 and Visual Design and Technology Presentation in Web Design
LAI Shou-liang, LUO Zi-hui 191
- Translation and Design Regeneration of Pattern by Qin Embroidery Acupuncture Method
BAI Xing-yi, ZHAO Qing, FENG Bo-bo 195
- Design of News Client Interface for Convergence Media
ZHUANG Yu-ning, ZHANG Zhi-xian 202
- Color Design Elements of the Homepage of Online Shopping APP for Middle-aged and Elderly Users
XU Bo-qin, LU Zhang-ping, LI Ming-zhu 210

Study of College Design

- Brand Image Design Characteristics and Communication Strategy in the Context of Immersive Marketing
ZHUO Shi, YU Zhong-wen 217
- Integrated Packaging Design of Xinhui Mingxin Dried Tangerine Peel Based on Brand Strategy
CHEN Xiao-jian, YUAN Jia-qi 223
- Tea Packaging Design under the Background of Aging in China
YANG Xue-chun, LI Fang-yu 228
- Visual Communication Design in Network Media Environment
JIA Jing 233
- Characteristics and Application Analysis of Layout Design in Graphic Design
WANG Ping-shan 236
- Emotional Expression of Book Design
SHENG Zhuo-li 239
- Visual Composition and Performance of Film Poster Design
LIU Nan 243
- Development and Design of Traditional Festival Cultural and Creative Products Based on Cultural Characteristics
LI Yang, LIU Lei 246
- Cultural and Creative Product Design Based on Spring Festival Culture
LI Jing 252
- Design of Changbai Mountain Creative Eco-Cultural Product
HUANG Nan-nan 258
- Application of Bronze Mirror Patterns in Design of Tourism Cultural and Creative Products in Guangxi
XU Dan-tong, WANG Jian-hua 264
- Cultural and Creative Design of "Uighur Patron Women" in Cave 61 of Mogao Grottoes
WANG Li-na 271
- Tourism Souvenir Design Based on Emotional Design
YANG Qi-chun 279
- Probe into the Emotional Design of Furniture for the Elderly
LU Xiao-meng 282
- Innovative Application of Sichuan & Chongqing Traditional Bamboo Furniture in Interior Design
WANG Gang 286
- Innovative Application of Characteristic Cultural Elements of Southern Fujian in Furniture Design
CHEN Gao-jie 291
- Innovative Design Method of Ceramic Tea Set Based on Shape Grammar
XU Xiao-qi, CHENG Yong-sheng, LIU Xiao-hong 298
- Design of Urban Public Facilities
WANG Jie, ZONG Tong-hui 305
- Publicity and Promotion Mechanism of Green Design Policy in China
SHAN Na 308
- Design Strategy of Mobile Short Video Application Based on Hooked Theory
HE Chen, JIANG Xiao 313