Design Principles

The hero image design of products is applied in core scenarios such as packaging design. To achieve harmony and unity in the family image of the company's products, the design of the product hero image should comply with the following design principles:
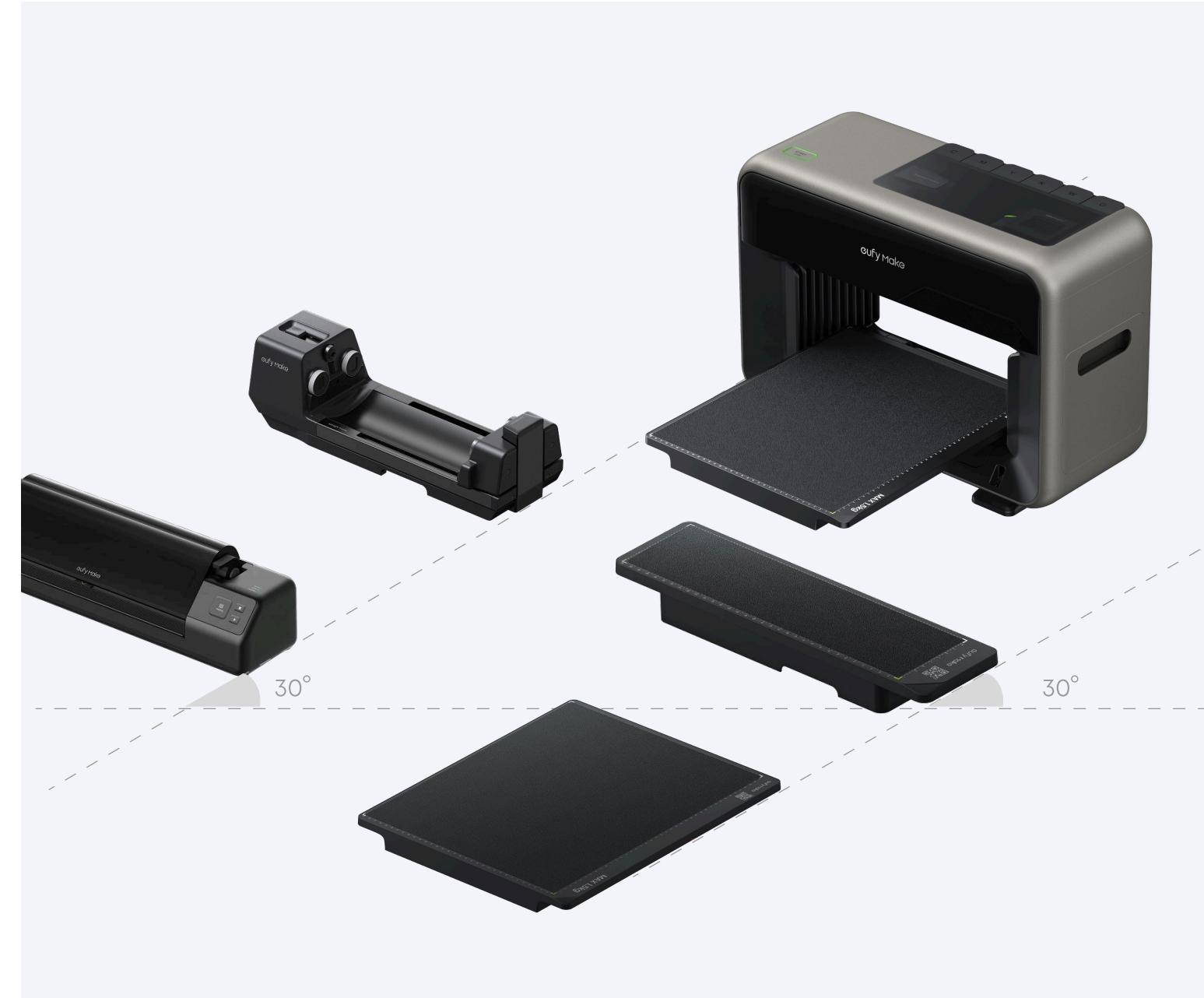

Essential Minimalism

The product hero image should focus on essence, featuring beauty and minimalism. Without obscuring the core functions of the product, front and minimalist angles should be prioritized to allow users to experience the elegance brought by technology.

Human-centered

The product hero image should be efficient and practical. In the design with a perspective angle, several sides that highlight its core functions and selling points should be emphasized to assist users in quickly comprehending the product functions.

Unity and Harmony

The product hero image should be family-oriented, harmonious, and unified. The display angles of different product series can be defined as required, but the tilt angles of products within the same series should be standardized to ensure a harmonious group image.