Mid-Autumn Mooncake Packaging Design for the Que Lam Brand

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***Abstract*—This undergraduate design project develops a coordinated packaging system for Que Lam mooncakes under the concept Da Nguyet Van Dinh. The student researched Mid-Autumn visual traditions, developed illustrations and layouts, and applied a dark blue and gold palette to evoke a moonlit courtly setting. Motifs include clouds, the moon, lanterns, mountains, and the Trang An gateway. The principal outputs are mooncake boxes and related labels, gift bags, and supporting print material; the manuscript also shows coordinated packaging concepts for the brand's jam and edible-bird's-nest products. The report presents design process images and mockups, but no consumer test, print-production specification audit, or measured sales effect. The summary therefore treats visual coherence and completed mockups as the documented outcome, while brand preference and commercial value remain untested.**

***Index Terms*—packaging design, mooncakes, Mid-Autumn Festival, visual identity, Vietnamese illustration**

I. Introduction

Packaging can identify a product, protect it, and communicate a brand story at the point of purchase. The project asks how Que Lam could express Vietnamese Mid-Autumn culture through a coherent mooncake packaging family. It uses a courtly night-festival concept and traditional dress as visual inspiration. The thesis is a graphic-design project with artifacts and rationale as its main evidence, not a market-impact experiment [1]. Earlier ICTU undergraduate theses on related topics provide context [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The student reviewed packaging and graphic-design principles, studied the brand and product range, collected cultural references, explored concepts and color, drew visual elements, and assembled print-layout mockups. The design combines dark blue and metallic-gold color with illustrated clouds, moonlight, lanterns, mountains, and the Trang An gateway. The source documents the progression from concept to final presentation and shows companion labels, bags, and gift materials. This summary follows the manuscript's design chapter and conclusion, without inferring physical manufacturing or sales outcomes [1].

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III. Results

The final Da Nguyet Van Dinh concept includes a coordinated mooncake package and related supporting items. The report shows variations for additional Que Lam product lines such as jam and edible bird's nest, using a consistent illustration style. Its images and mockups demonstrate layout, color, and visual continuity across the set. The author states that the process exercised concept development, illustration, and brand-system thinking. The manuscript does not present a sample of customer responses, a shelf comparison, print tolerances, unit cost, or purchase data [1].

IV. Discussion

The work succeeds as a documented visual concept because the packaging and companion items share a clear motif system. The cultural references add local meaning, while the palette and hierarchy support a premium presentation. Whether the design is legible at small sizes, manufacturable at target cost, culturally interpreted as intended, or preferable to alternatives needs testing. A next phase could prototype printed boxes and evaluate handling, color reproduction, material choices, accessibility, and user recognition. Earlier ICTU brand and interface projects provide visual-identity context; design books provide established packaging and layout principles [1].

V. Conclusion

The student completed a mooncake packaging concept and related Que Lam brand materials with a consistent Mid-Autumn visual language. The thesis supplies a design record and mockups. Production feasibility, customer interpretation, and commercial performance should be evaluated separately before the concept is treated as a deployed packaging system [1].

References

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