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School of Design

Department of Graphic Design

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Cross-Cultural Visual Communication

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Date May 14. 99

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Cross-Cultural Visual Communication

Why

Every year, thousands of foreigners go to Taiwan for either tourism or employment. Many Taiwanese people come to the USA for the same reasons. People no longer always stay in their own country for their entire lives. They travel to different countries and experience different cultures.

Cross-cultural visual communication has become important in today's world for various reasons. Corporations now have to communicate with people from other cultures because their customers may come from different countries. For example, the packaging design of most Chinese food exported to the USA often uses red or black and includes a dragon. In this case, such exotic elements have been used to create a particular foreign feeling. This approach disregards the specific content of the package. A more complex and meaningful approach could communicate to two different cultures through a thoughtful use of symbols, forms and colors. In the case of the logo of FTF Paper Company, for example, Western eyes can make out the "FTF" while Chinese eyes can see the Chinese character meaning "paper." It communicates with two audience groups: both English and Chinese speakers.



*Chinese character
meaning "paper"*



FTF paper company logo

What

As a student of graphic design and a Taiwanese citizen, the author was interested in exploring how visual elements, such as ancient symbols and characters, have been used in visual communication across both Chinese and Western cultures.

How

The research has analyzed existing cross-cultural packaging design examples. The packaging from a USA-based food company was compared with a Taiwan-based food company in order to explore whether the design decisions communicated with ethnic audiences who were not familiar with these food products.

In order to apply the findings from this exploration, two types of food product packaging were designed:

Type A / Taiwanese Rice Porridge

Packages were designed for Taiwanese food products to be sold in the USA. The target audience included native English speakers, who were not familiar with this selected Taiwanese food.

Type B / American Dry Cereal

Packages were designed for American food products to be sold in Taiwan. The target audience included native Chinese speakers, who were not familiar with this selected American food.

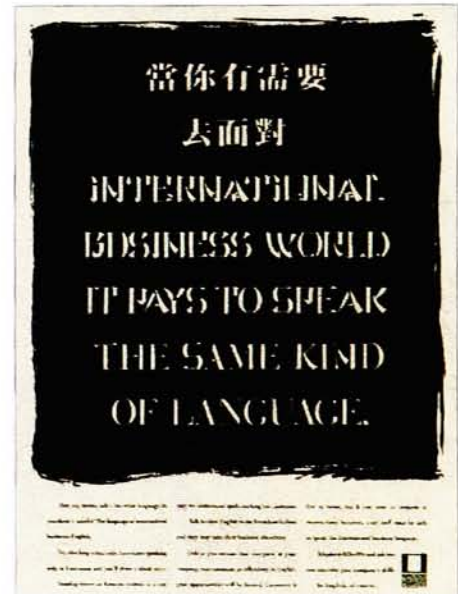
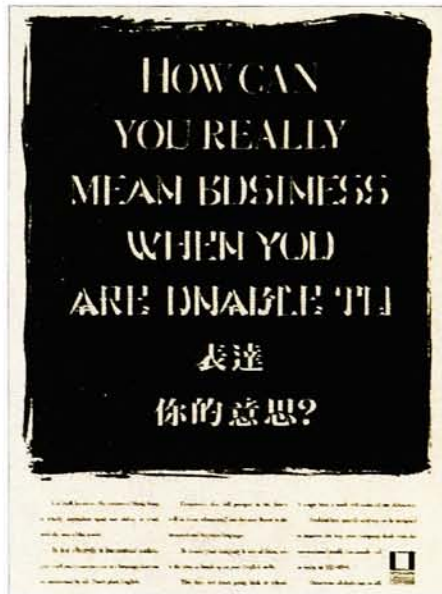
Context
Hong Kong

Design Firm
Backer Spielvogel Bates,
Ltd.
Hong Kong

Design Directors
Andy Lish,
Rowan Chanen,
Mike Fromowitz

Illustrator
Mr. Hui

English language usage in Hong Kong is declining, but if Hong Kong is to keep its place as one of the world's leading business centers, it must communicate with the rest of the world in English – the language that most of the world uses for business. The ads below use a visual device where English turns to Chinese (and vice-versa), showing if one doesn't use English one may not understand others – and they may not understand the communicator.



It is difficult to clearly express one concept to many people from different cultures and different language backgrounds. The success of this campaign is that both Chinese speakers and English speakers can get the message just by reading through the text. The typographic decisions, which create a transition between Chinese characters and English characters, support the goal of the design. The meaningful use of characters to communicate to an audience speaking two different languages makes this example a good precedent for this thesis project.

Context

Thailand and worldwide

Design Firm

Magnus Nankervis &
Curl Pty, Ltd.
Australia

Design Director

Ted Curl

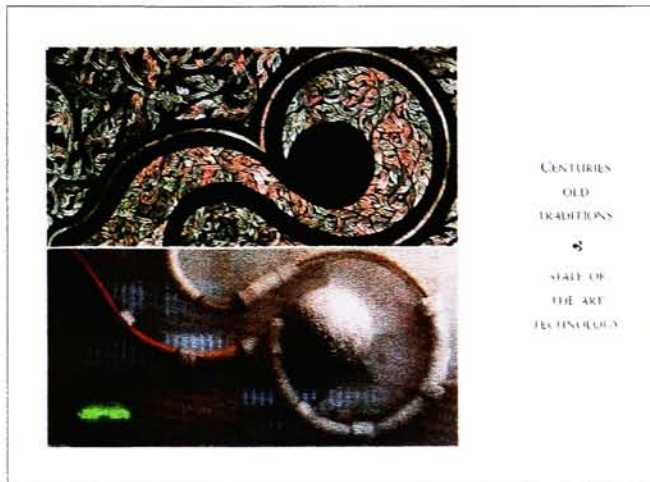
Writer

John Nankervis

Photographers

Mike Scelton,
Peter Luxton

The objective of this campaign was to communicate the airline's superb service values, which derive from both Thai culture and high technological expertise. The solution was to show the logo split in two parts, with the top half representing traditional Thai art forms and the bottom half symbolizing high technology design. The simple, graphic images communicate strongly.



Usually people would think of Asia as a very old world. In contrast, Western cultures are thought to represent high technology. However, In this poster one can see traditional Thai art and new technology combined. Thus, it exemplifies images functioning as meaningful symbols. The cross-cultural success of this solution makes it a good precedent for the thesis project.

Book
Working with Americans

Authors
Joel Wallach,
Gale Metcalf

It is often said that we are products of our culture. This means that a large part of how we behave and what we believe comes from the influences of the people, institutions, and thinking that surrounds us as we are growing up. What we say when we greet people, what we eat for dinner, what we talk about and what we don't talk about with new acquaintances, even how far apart we stand when conversing, are all behaviors that we learn from our culture.

American and Asian cultures developed in very different ways:

Asian

1. Family or small group
as basic unit of society
2. Emphasis on survival
3. Life was dangerous / Hard
4. Rural / Agricultural
5. Limited economic opportunities
6. Slow or no change
7. Crowded

American

1. Individual
as basic unit of society
2. Emphasis on control
3. Life presented opportunities
4. Urban / Industrial and Rural
5. Expanding economic opportunities
6. Rapid change
7. Underpopulated

People are taught by the cultures in which they grew up. It is almost impossible to communicate with people from another culture without first understanding their background. It is important to understand the roots of American and Asian cultures. This thesis project will be looking for better ways to visually communicate with both audience groups at the same time. The comparison is helpful when considering not only the differences between the two cultures, but also why they are so different.

The comparison above was done to help Asian people understand the differences between Asian and American cultures in order to facilitate easier communication. This study on cross-cultural communication will be a good precedent for this thesis project as it strives to effectively communicate to both Asian and American audiences.

The research and analysis for this project focused on existing cross-cultural packaging design examples. The large resulting collection of examples was too broad in scope to be analyzed effectively.

To resolve this problem, it was necessary to determine which products would be the focus. The two food products that were chosen were rice porridge and dry cereal.

These two specific products were chosen because of their similarity. Rice porridge is a traditional breakfast food for the Taiwanese, but it is less familiar to an American audience. Conversely, dry cereal is a common breakfast food for Americans but has never been widely accepted by a Taiwanese audience.

By analyzing existing examples, one could find out what had been done in the past to visually communicate to both Chinese and Western cultures. What was successful? Why was it successful? What was not successful? What was missed and needs to be done?

Porridge packaging examples were mainly from Taiwan since there were no similar products in the USA. However, packages of one similar product, instant noodles, were collected from the USA for comparison. Cereal packaging examples were collected from both Taiwan and the USA. Some of the packages found in Taiwan were designed only for an Asian market; others imported directly from the USA did not consider Taiwanese consumers.

Morphology Analysis: Evaluative Matrix

Morphology Analysis is a scientific method of analysis. It is a process of breaking large, complex entities into ever-smaller, more manageable, “bite-sized” pieces. Morphologies are commonly expressed in terms of two- or three-dimensional charts where primary categories are represented by the major axes with smaller subdivisions shown as “cells” within those axes. (Don Koberg and Jim Bagnall, *The Universal Traveller*. CA: Crisp Publications, Inc., 1991, p. 62)

For this project, the analysis focused on comparing different usages of visual elements: **language, imagery, type, color, pattern,** and **form** in the packaging of similar products sold in different cultures. What were the purposes and functions of a specific design? Were they successfully communicated to their audiences, thereby educating them?

An evaluative matrix was developed to analyze each package. The vertical axis represents different visual elements while the horizontal axis represents design decision and function.

		design decision	function
visual elements	Language		
	Imagery	Symbol	
		Illustration	
	Type	English	
		Chinese	
	Color		
	Pattern		
	Form		

This matrix was used for a comparison of existing package examples.

Existing Porridge Packaging Examples

An evaluative matrix was used to organize selected existing porridge packaging examples chosen for this analysis, the examples were collected from four main Taiwan-based brands of rice porridge.



		design decision	function
Language		Chinese / no English	can only communicate with Chinese speakers
Imagery	Symbol	large corporate identity symbol; no pictographic symbols	emphasis on the brand
	Illustration	no image of the food	can't communicate what the food is like
Type	English	none	none
	Chinese	Chinese calligraphy	showing the product Chinese style
Color		white background; different colors indicating different flavors	showing different flavors
Pattern		pattern on the lower part of the cup	showing the Chinese style
Form		paper cup	convenience of carrying out

Please see Appendix I-A for analysis of existing porridge packaging examples.

Existing Cereal Packaging Examples

An evaluative matrix was used to organize existing cereal packaging examples. The examples chosen for this analysis were from one main USA-based brand of cereal.



		design decision	function
Language		English / no Chinese	can only communicate with English speakers
Imagery	Symbol	big name on package	emphasis on name of this product
	Illustration	image of the food	showing what the food is like
Type	English	sans serif	communicate to the target audience - children
	Chinese	none	none
Color		flat color, cartoon style	showing specific flavors
Pattern		none	none
Form		paper box	convenience of stacking

Please see Appendix I-B for analysis of existing cereal packaging examples.

Evaluation of Existing Packages

After analyzing the existing examples of packages, the results seemed to be too subjective. Therefore, there was a need to do an outside evaluation on the examples.

Two target audiences were asked to fill out evaluation forms: the American audience was asked to evaluate existing porridge packages, and the Taiwanese audience was asked to evaluate existing cereal packages.

Questions in these evaluation forms had several goals: to determine usage and function of visual elements, such as pictograms, patterns, illustrations, corporate identities, compositions, and colors.

Porridge Packaging

This evaluation took place outside of the cafeteria area, in the Student Alumni Union of RIT. Thirty people were asked to fill out an evaluation form about a series of five porridge packages.

Questions were as follows:

Product	This product is for: A. breakfast, B. lunch, C. dinner, D. snack. Do you know how to prepare the food from looking at these packages?
Pictograms	Do you think pictograms would help you understand the product better? If yes, in what ways would they help?
Pattern	Do you think the pattern on each package indicates a specific, different flavor? Which one do you think communicates most clearly?
Illustrations	Do illustrations on these packages help you understand the products? Which illustration communicates the best? Why?
Corporate Identity	Are companies or brands very important in your product selection? Why or why not?
Color	Which package of this series has the strongest color decisions? Why?
Translation	Do you think including an English translation on this package would make it easier for you to understand the product?
General Feelings	Overall, which package of this series makes you want to try this product?

Summary

- | | |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product | <ul style="list-style-type: none">• The American audience is not familiar with the product.• The existing packages are somewhat helpful for the audience to understand this product, but more explanation in English should be included on the packages. |
| Pictograms | <ul style="list-style-type: none">• Pictograms are helpful for people to learn how to prepare the food because they visually show the step by step process. Most survey respondees said that "pictures are easier to understand than words." |
| Pattern | <ul style="list-style-type: none">• Patterns distinguish between different flavors. |
| Illustrations | <ul style="list-style-type: none">• Photographic images of actual products would be most helpful. |
| Corporate Identity | <ul style="list-style-type: none">• Company and brand are usually important when selecting products because of their reliability and quality.• Corporate identity should be big enough to be quickly recognized. |
| Color | <ul style="list-style-type: none">• Warm, strongly contrasted colors would get more attention. |
| Translation | <ul style="list-style-type: none">• English translation is one of the most important elements. |
| General Feelings | <ul style="list-style-type: none">• The chicken flavor porridge package seemed to be the most acceptable design. Some people made the decision only based on the flavor. Others said they would choose the one with "clearest image of the prepared food." |

Please see Appendix II-A for full results of this evaluation.

Evaluation of Existing Packages (continued)

Cereal Packaging

This evaluation took place in both the USA and Taiwan. Twenty Taiwanese students at RIT were asked to evaluate a series of four dry cereal packages.

However, international students at RIT were considered not objective enough because they have had experience living in American culture. To have more objective results, image files of this series of packages were sent out by e-mail to have fifteen people back in Taiwan do the same evaluation.

Questions were as follows:

- | | |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product | This product is for: A. breakfast, B. lunch, C. dinner, D. snack.
Do you know how to prepare the food from looking at these packages? |
| Pictograms | Do you think pictograms would help you understand the product better?
If yes, in what ways would they help? |
| Illustrations | Do you think showing milk on the packages indicates how to prepare the food?
Do you think the photo of corn or fruit helps you to understand the ingredients of this product?
Do illustrations on these packages help you to understand the products?
Which illustration communicates the best? Why? |
| Corporate Identity | Are company and brands very important in your product selection?
Why or why not? |
| Color | Which package of this series suggests the strongest color decision? Why? |
| Translation | Do you think including a Chinese translation on this package makes it easier for you to understand the product? |
| General Feelings | Overall, which package of this series makes you want to try this product? |

Summary

Product	<ul style="list-style-type: none">• The Taiwanese audience has some degree of understanding about this product because the product has been on the market for a while. Most people know it is a breakfast food.• The existing packages are not helpful for the audience to understand what dry cereal is and how to prepare it. Their understanding is mainly from television commercials.
Pictograms	<ul style="list-style-type: none">• Pictograms are helpful for people to learn how to prepare the food.
Illustrations	<ul style="list-style-type: none">• Photographic images of the actual prepared product would be most helpful.• Showing milk on the package helps people learn how to prepare the food because it suggests what the food looks like after it is prepared.• Showing the ingredients is helpful because some of the dry fruit and nuts are not familiar to Taiwanese.
Corporate Identity	<ul style="list-style-type: none">• Company and brand are usually important when selecting products.• Corporate identity lettering should be big enough to recognize easily.
Color	<ul style="list-style-type: none">• Warm, strongly contrasted colors would get more attention. However, some people suggested that soft colors like light yellow or white would relate to morning or breakfast.
Translation	<ul style="list-style-type: none">• Chinese translation is not the most important element, but there is a need to understand the product better. Some suggestions were made, such as having a small explanation in their own language of what this food is or how it is made.
General Feelings	<ul style="list-style-type: none">• There were no preferences found in the results. However, the emphasis on healthy food was important when people made selection.

Please see Appendix II-B for full results of this evaluation.

Rice Porridge**Findings**

The results of the evaluative matrix and the previous evaluation of the existing packaging examples showed that the elements which would most help an American audience understand rice porridge are as follows:

Composition

An asymmetrical composition usually suggests a product from Western Cultures while a symmetrical composition is used for Oriental product packaging. However, no results showed whether an asymmetrical or symmetrical composition is more helpful for the audience to understand this product.

English translation

An English translation would help people who don't read Chinese to understand this product.

Image of the product

A photo of the prepared product is more helpful than a drawing because it lets people know exactly what the food would look like. Likewise, some images of the ingredients may also help people understand what the food is composed of.

Pictogram

Pictograms visualize the process of preparing the food step by step. For some people, they are easier to understand than written descriptions.

Pattern

Three kinds of patterns were found on the existing examples. One was a pattern of an actual image which indicates a specific flavor. For example, a fish pattern indicates fish flavor or a pattern of chicken indicates chicken flavor. Another is an associative pattern which suggests a flavor. For example, a pattern of water implies a seafood or fish flavor, or a pattern of leaves suggests the product is for vegetarians. The third one is a pattern, such as a repeated dragon, that simply suggests Chinese or Taiwanese food would be found in this package.

Larger corporate identity symbol

A larger corporate identity symbol gives more emphasis on a specific company or brand. It is important especially when the product is new to its audience.

Dry Cereal**Findings** (continued)

The results of the evaluative matrix and the previous evaluation of the existing packaging examples showed that the elements which would most help a Taiwanese audience understand dry cereal are as follows:

Composition

An asymmetrical composition usually suggests a product from Western cultures while a symmetrical composition is used for Oriental product packages. However, no results showed whether asymmetrical or symmetrical composition is more helpful for the audience to understand this product.

Chinese translation

A Chinese translation would help people who don't read English to understand this product. Some explanation about where and how the product was made would be even more helpful.

Image of the product

A photo of the prepared product is more helpful than a cartoon character or a famous celebrity that the Taiwanese may not be familiar with. On the other hand, images of the prepared food and milk pouring into a bowl suggest what the food will look like and the process of preparation. Some images of the ingredients may also help respondents understand what the food comprises.

Pictogram

Pictograms visualize the process of preparing the food step by step. For some people, they are easier to understand than written descriptions.

Pattern

No patterns were found on the existing examples. However, for more exploration of this project, three kinds of patterns were defined for further study and ideation. One is a pattern of this food product. Another is an associative pattern which suggests this product is natural and healthy. The third one is a pattern that suggests American or western food would be found in this package.

Larger corporate identity symbol

A larger corporate identity symbol gives more emphasis on a specific company or brand. It is important especially when the product is new to its audience.

For this thesis project, the collected package examples were analyzed according to their use of each visual element (language, symbol, pattern, imagery, color) for particular communication purposes. After the previous analysis of each example, a **generative matrix** was developed. A procedure similar to the evaluative matrix (please see page 6, existing porridge packaging examples) was used, except instead of analyzing existing solutions, criteria were identified and used to generate new solutions.

Rice Porridge / Seafood Flavor Package Generative Matrix



Golden Car Rice Porridge / Seafood Flavor

Composition	1. Symmetrical composition	2. Asymmetrical composition
Language	1. Both Chinese and English descriptions	2. Only English descriptions
Symbol / Corporate Identity	1. Large corporate identity symbol 2. Small, but easily identifiable corporate identity symbol	
Symbol / Pictogram	1. Pictograms	2. Pictogram and English directions
Pattern	1. Fish pattern 3. Any Chinese pattern	2. Water pattern 4. No patterns
Imagery	1. Image of the prepared food	2. Image of the ingredients 3. No image
Color	1. Highly contrasted colors, such as yellow and green 2. Colors that suggest seafood, such as blue and pink 3. Warm colors, such as yellow, orange, and red 4. Any Chinese influenced colors, such as red, black, or gold.	

For this design application, there were seven categories of visual elements that had to be considered. Using a generative matrix, design solutions were established.

Composition

According to the findings of the previous analysis and evaluation, no results found whether symmetrical or asymmetrical composition was more helpful for the audience to understand this product. Therefore, both compositions could be explored.

Language

Since English translation was one of the most important elements for the American audience to understand this product, it had to be shown on the package. Another option would be showing both Chinese and English descriptions and directions.

Symbol / Corporate Identity

According to the results of the previous evaluation, company and brand were important for selecting products. Therefore, different sizes of a corporate identity symbol on this food package could be explored, but it should be big enough to be easily recognized.

Symbol / Pictograms

The experiment could show pictograms only, or show both pictograms and English directions.

Pattern

Three kinds of pattern could be explored on this package.

1. Fish pattern indicating seafood flavor porridge.
2. Associative pattern, such as a water pattern, a wave pattern, or a water weed pattern, suggesting seafood flavor.
3. Any Chinese pattern suggesting this product is an Oriental food.
4. No pattern at all.

Imagery

A photographic image of the prepared food clearly communicates what the food will look like. It could be a photo of the prepared food only, or a photo of the prepared food in combination with a photo or drawing of the ingredients. Another approach could eliminate all images of food from the package.

Color

Strongly contrasted colors, such as yellow and green, could get more attention from the audience. Colors like yellow or red show warmth, and they are attractive when used on food packaging. On the other hand, blue and pink could suggest the specific flavor of seafood. Another idea could use more Chinese influenced colors, such as red or gold to suggest the Chinese cuisine.



Kellogg's Mueslix

Kellogg's Mueslix Package Generative Matrix

Composition	1. Symmetrical composition	2. Asymmetrical composition
Language	1. Both Chinese and English descriptions	2. Only Chinese descriptions
Symbol / Corporate Identity	1. Large corporate identity symbol 2. Small, but easily identifiable corporate identity symbol	
Symbol / Pictogram	1. Pictograms	2. Pictogram and Chinese directions
Pattern	1. Pattern of the food 3. Any American pattern	2. Pattern of natural objects (fruit, wood, leaves . . .) 4. No pattern
Imagery	1. Image of the prepared food 3. Image of pouring milk	2. Image of the ingredients 4. No image
Color	1. Highly contrasted color, such as yellow and red 2. Colors such as green that suggest a healthy food	

Composition

According to the findings of previous analysis and evaluation, no results found whether symmetrical or asymmetrical composition was more helpful for the audience to understand this product. Therefore, both compositions could be explored.

Language

The Taiwanese audience were comfortable seeing the English language on this package, which itself suggested this product is from a Western culture. However, a Chinese translation and explanation would help the audience learn more about this product.

Symbol / Corporate Identity

According to the results of the previous evaluation, company and brand were important for selecting products. Therefore, different sizes of corporate identity symbol on this food package could be explored, but it should be big enough to be easily recognized.

Symbol / Pictograms

The experiment could be show pictograms only, or show both pictograms and Chinese directions.

Pattern

Although no uses of pattern were found on the existing packages, three kinds of pattern could be explored for this packaging design.

1. Realistic pattern of the food
2. Natural pattern, such as fruit or grain, suggesting that this product is healthy.
3. Any pattern suggesting this product is an American food.
4. No pattern at all.

Imagery

The exploration of imagery for this design application could be

1. Showing a photographic image of the prepared food because it clearly communicates with the audience what the food will look like.
2. Showing a photo of the prepared food with a photo or drawing of the ingredients to give the audience an idea what the dry cereal was made from.
3. Showing an image of pouring milk onto cereal in order to suggest how to prepare this food.

Color

Strongly contrasted colors, such as yellow and green, could get more attention from the audience. Colors like yellow or red show the warmth, and they are more attractive when used on food packaging. On the other hand, green often suggests a food eaten for good health.

At this stage, many possible uses of each element were generated. Composition could be either symmetrical or asymmetrical; descriptions could be in one language or two; the corporate identity symbol could be either very large or smaller and so on. On the other hand, based on findings of research and analysis (please see page 12), some combinations might not be helpful for the audience to understand these products. For example, a combination of a small corporate identity symbol, no pictograms, no pattern, and no images of the food products was not considered for further exploration.

Therefore, the possible combinations of different visual elements could be

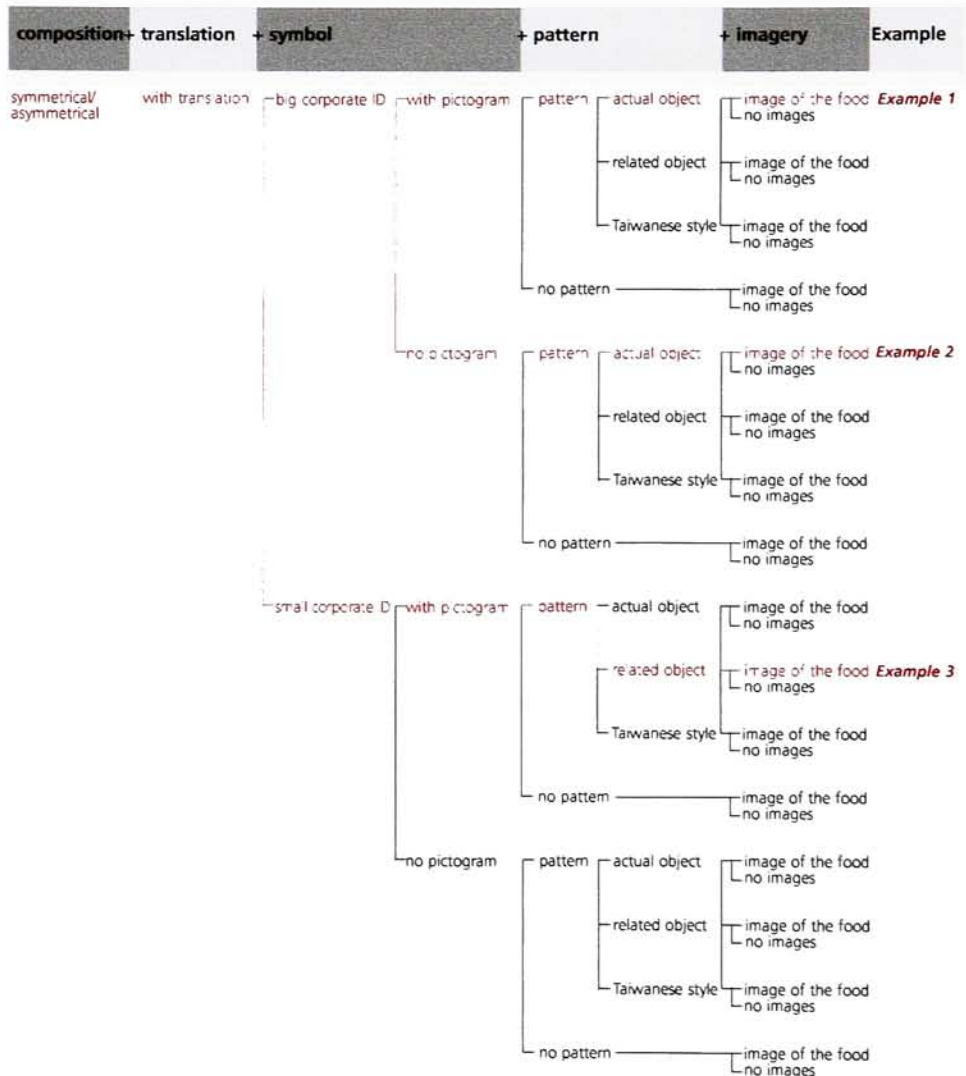
symmetrical composition + Both English and Chinese descriptions + **large corporate identity symbol** + . . .
 symmetrical composition + Both English and Chinese descriptions + **small corporate identity symbol** + . . .
 symmetrical composition + **Only English descriptions** + large corporate identity symbol + . . .
 symmetrical composition + Only English descriptions + small corporate identity symbol + . . .
 etc.

The great number of possible combinations of the above were difficult to organize. To solve this problem, a design method was developed for more systematically organizing the generated ideas.

Rice Porridge

Design Method

Based upon findings during the synthesis phase of this project, a method of approaching the ideation was developed.




The goals for each sketch were derived from the design method above, in which each row represents a different combination of elements. For example, the first row would show the combination of symmetrical composition, English translation, big corporate identity, pictogram, a pattern of fish that indicates seafood flavor, and an image of the product. Three selected examples of using this method are shown as follows.

Rice Porridge

Preliminary Solutions

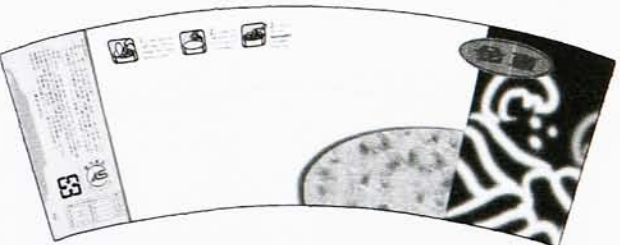
Example 1

Combination	Design Solution
<p>Symmetrical composition English translation Big corporate identity Pictogram Pattern of an actual object (a pattern of fish that suggests seafood flavor) Image of prepared food</p>	

Example 2

Combination	Design Solution
<p>Symmetrical composition English translation Big corporate identity No pictogram Pattern suggesting Taiwanese origin Image of prepared food</p>	

Example 3


Combination	Design Solution
<p>Asymmetrical composition English translation Small corporate identity Pictogram Pattern of a related object (a pattern of ocean wave to suggest seafood flavor) Image of prepared food</p>	

Rice Porridge

Example 1 Development

In the development stage, further alternatives were explored based on the original sketch. One element was chosen to be the variable element for each exploration. For example, in the exploration of pattern, pattern would be the only element that was changed. Other elements remained the same. This procedure was applied to the three selected examples. (Please see p.20, Preliminary Solutions.)

(original sketch)

Combination	Design Solution
Symmetrical composition English translation Big corporate identity Pictogram Pattern of an actual object (a pattern of fish that suggests seafood flavor) Image of prepared food	

Exploration of pattern

- a. The same pattern, but different cropping and placement



- b. Substitution of a different kind of pattern



- c. Substitution of a different kind of pattern and a different cropping and placement

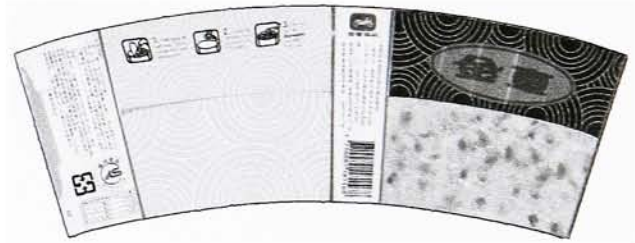


Rice Porridge

Example 1 Development

Exploration of imagery

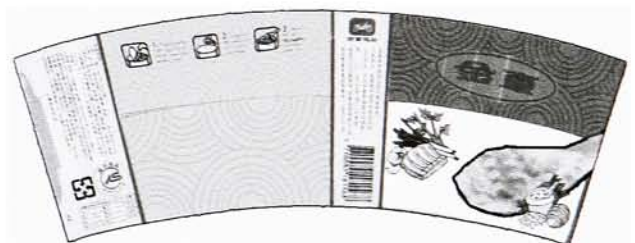
- a. Image of the prepared food treated as a background texture



- b. Image of the prepared food placed in a spoon



- c. Outlined drawings of the food and ingredients were added



Rice Porridge

Example 1 Development

Exploration of color

- a. Blue suggests water or ocean wave. It complements water pattern. They both indicate seafood flavor.



- b. Green suggests a healthy food and vegetables



- c. Yellow gives a feeling of warmth and indicates appetizing food



Rice Porridge

Example 2 Development

(original sketch)

Combination	Design Solution
<p>Symmetrical composition English translation Big corporate identity No pictogram Pattern suggesting Taiwanese origin Image of prepared food</p>	

Exploration of pattern

a. Substitution of a different kind of pattern



b. Substitution of a different kind of pattern



Rice Porridge

Example 2 Development

Exploration of imagery

- a. Image of the prepared food treated as a background texture



- b. No image of this food shown on the package



- c. Different cropping and addition of bowl and spoon shadows



Rice Porridge

Example 2 Development

Exploration of color

- a. Blue suggests water or seafood flavor.



- b. Green suggests healthy food such as vegetables.



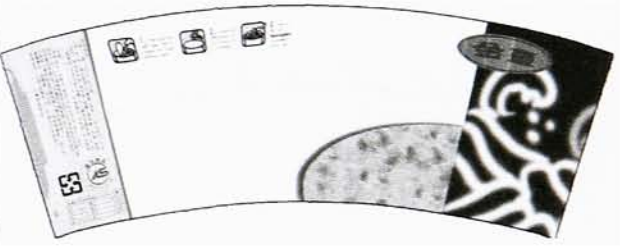
- c. Yellow gives a feeling of warmth and indicates appetizing food.



Rice Porridge

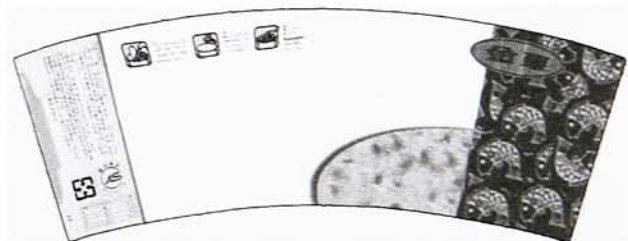
Example 3 Development

(original sketch)

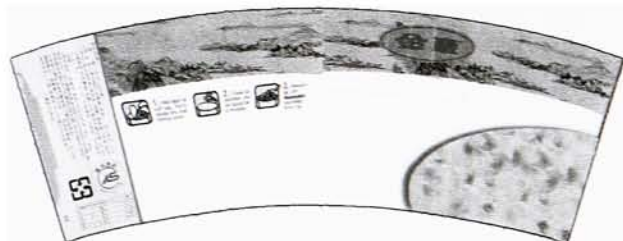
Combination	Design Solution
<p>Asymmetrical composition English translation Small corporate identity Pictogram Pattern of a related object (a pattern of ocean wave to suggest seafood flavor) Image of prepared food</p>	

Exploration of pattern

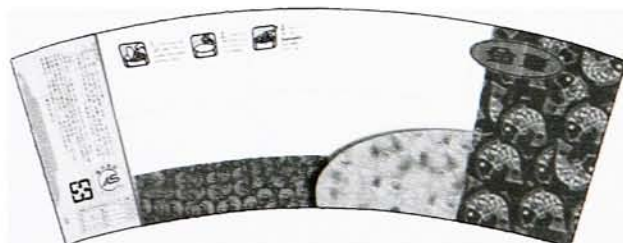
a. Substitution of a different kind of pattern



b. Substitution of a different kind of pattern and a different placement



c. Substitution of a different kind of pattern and a different cropping and placement

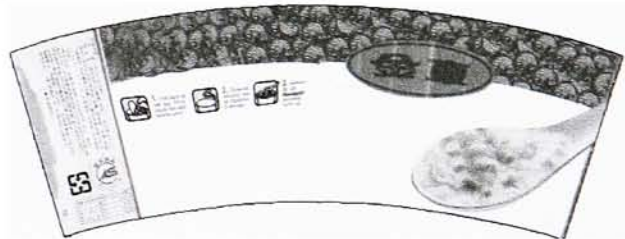


Rice Porridge

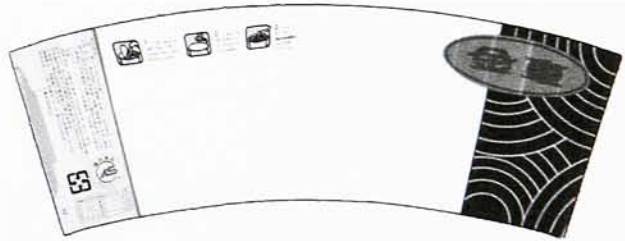
Example 3 Development

Exploration of imagery

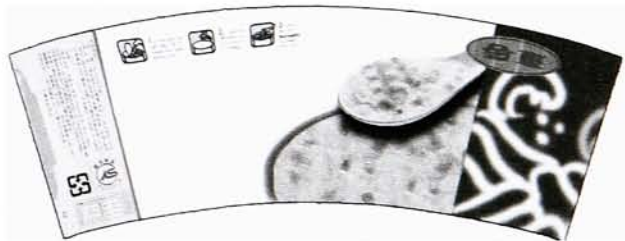
- a. Image of the prepared food in a spoon



- b. No image of this food shown on the package



- c. Substitution of different images of the prepared food

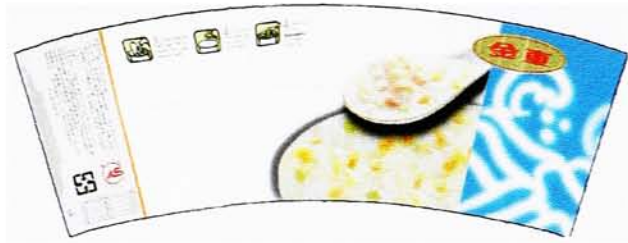


Rice Porridge

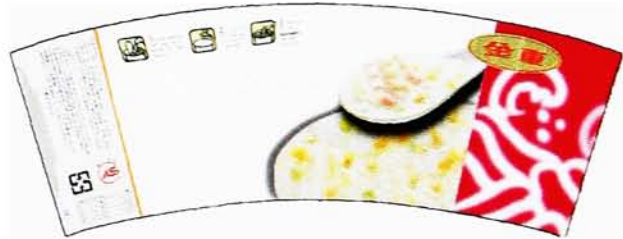
Example 3 Development

Exploration of color

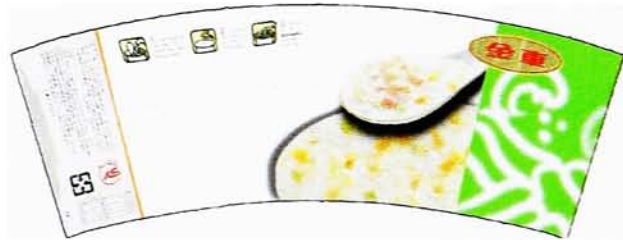
a. Blue suggests water or the seafood flavor.



b. Red indicates feelings of Chinese style and warmth.



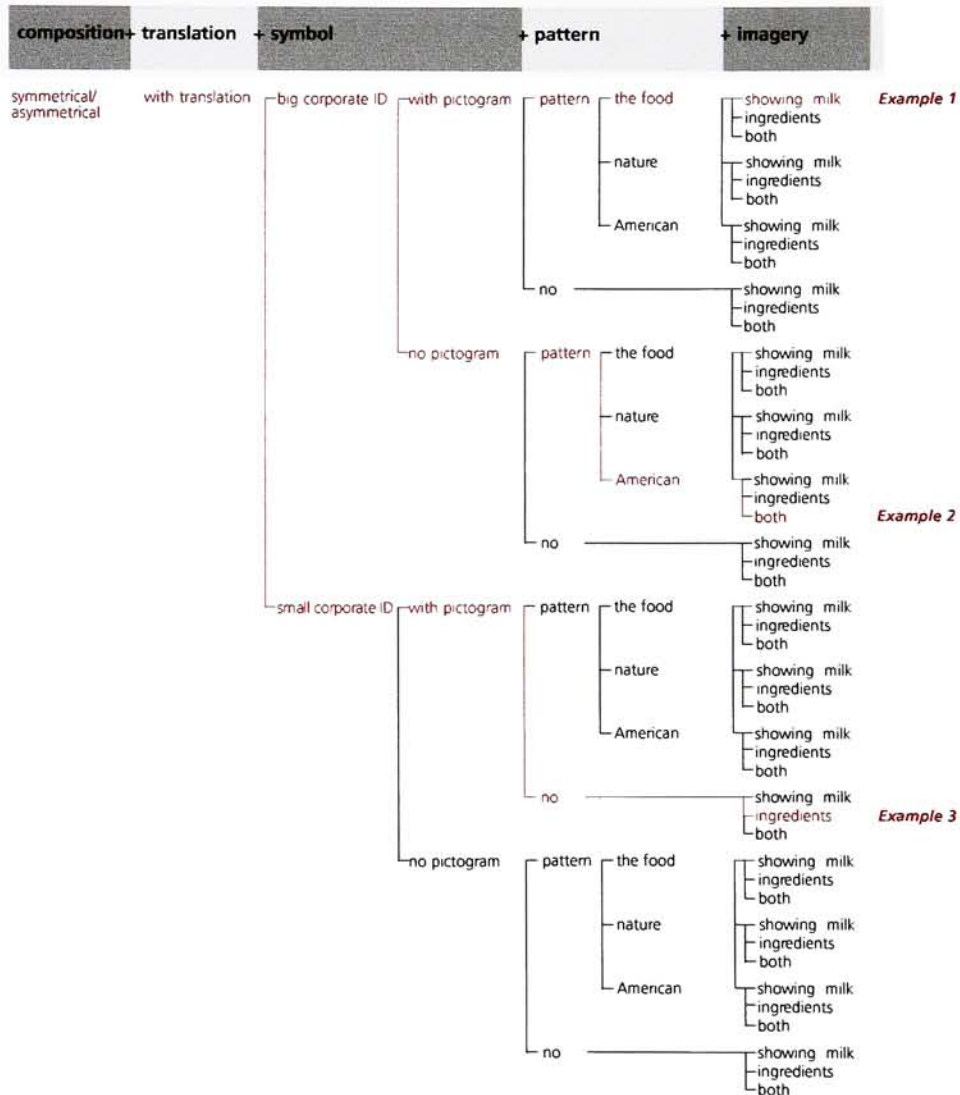
c. Green suggests a healthy food. The brightness catches attention.



Dry Cereal

Design Method

Based upon findings during the synthesis phase of this project, a method of approaching the ideation was developed



The goals for each sketch were derived from the design method, in which each row represents a result of a combination of different elements. For example, the first row would show a combination of a symmetrical composition, Chinese translation, big corporate identity, pictogram, a pattern of the food and an illustration of pouring milk (suggesting how to prepare the food). Three selected examples of using this method are shown as follows.

Dry Cereal

Preliminary Solutions

Example 1

Combination	Design Solution
<p>Symmetrical composition Chinese translation Big corporate identity Pictogram Pattern of the food Image of pouring milk (suggesting how to prepare the food.)</p>	

Example 2

Combination	Design Solution
<p>Symmetrical composition Chinese translation Big corporate identity No pictogram Pattern suggesting Western origin Image of pouring milk over ingredients</p>	


Example 3

Combination	Design Solution
<p>Symmetrical composition Chinese translation Big corporate identity No pictogram Pattern suggesting Western origin Image of pouring milk and ingredients</p>	

Dry Cereal

Example 1 Development

(original sketch)

Combination	Design Solution
<p>Symmetrical composition Chinese translation Big corporate identity Pictogram Pattern of the food Image of pouring milk (suggesting how to prepare the food)</p>	

Exploration of pattern

a. Different cropping and placement of the pattern



b. Different cropping and placement of the pattern



Dry Cereal

Example 1 Development

Exploration of imagery

a. Substitution of a different image of the food



b. Substitution of a different image of the food and exploration of a different size



Dry Cereal

Example 1 Development

Exploration of color



a. Brown suggests grain.
Green suggests a healthy food.



b. A different combination of warm colors.
Green suggests a healthy food.



a. Red and orange suggest energy.
Green suggests a healthy food.




b. Yellow and bright orange suggest energy and a feeling
of the morning.

Dry Cereal

Example 2 Development

(original sketch)

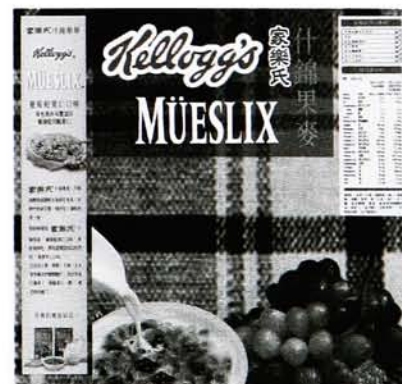
Combination	Design Solution
<p>Symmetrical composition Chinese translation Big corporate identity No pictogram Pattern suggesting Western origin Image of pouring milk over ingredients</p>	

Exploration of pattern

a. Different cropping and placement of the pattern



b. Different cropping and placement of the pattern



Dry Cereal

Example 2 Development

Exploration of imagery

- a. Substitution of a different image of the food



- b. Substitution of a different image of the food and exploration of a different size and style



Dry Cereal

Example 2 Development

Exploration of color



a. Green suggests a healthy food.



b. A different combination of warm colors



a. Exploration of a quieter / cooler color



b. Brown suggests grain and the feeling of warmth.

Dry Cereal

Example 3 Development

(original sketch)

Combination	Design Solution
<p>Symmetrical composition</p> <p>Chinese translation</p> <p>Big corporate identity</p> <p>No pictogram</p> <p>Pattern suggesting</p> <p> Western origin</p> <p>Image of pouring milk and ingredients</p>	

Exploration of pattern

a. Different cropping and placement of the pattern



b. Different cropping and placement of the pattern



Dry Cereal

Example 3 Development

Exploration of imagery

- a. Substitution of a different image of the food and exploration of a different size of the image of the prepared food



- b. A natural pattern was treated as the background image.



Dry Cereal

Example 3 Development

Exploration of color: experiments of different color combinations.



a. Green suggests a healthy food.



b. A bright color would catch attention.
Orange suggests energy.



a. Exploration of a quieter / cooler color



b. Yellow gives a feeling of warmth.

Intermediate Evaluation

An evaluation form was devised and implemented to get feedback during interviews. The results were used to improve the packaging design and to discover which packages were the most effective. People were asked to answer questions about specific and overall graphic design decisions and to make suggestions.

Evaluation of Porridge Packages

This evaluation took place outside of the cafeteria area, in the Student Alumni Union of RIT. Twenty people were asked to fill out an evaluation form about three sets of porridge packages.

Graphic Design

Which design do you think has

- A. A unique image use?
- B. Good connections between imagery and typography?
- C. A well-chosen color?
- D. Easy-to-read typography?

Which design do you think will

- A. Clearly communicate what the product is?
- B. Easily tell how to prepare the food?

Suggestions

- A. Which design makes you want to try the product?
Why?
- B. What are your suggestions for improvement?

Please See Appendix IV for Evaluation Form.

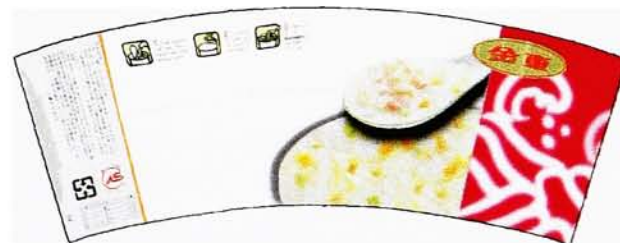
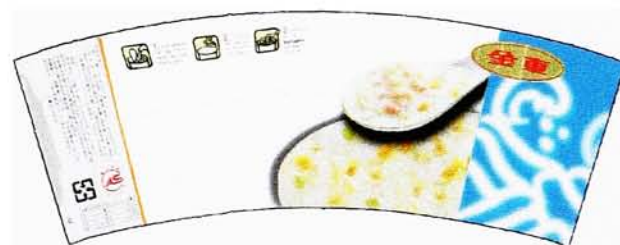
Set 1
Porridge Layouts



Set 2
Porridge Layouts



Set 3
Porridge Layouts



The Results of Intermediate Evaluation of Porridge Packages
(total of twenty people)

Graphic Design

Which design do you think has

A. A unique image use?

Set 1. 3 people Set 2. 3 people Set 3. 14 people

B. Good connections between imagery and typography?

Set 1. 5 people Set 2. 9 people Set 3. 6 people

C. A well-chosen color?

Set 1. 5 people Set 2. 3 people Set 3. 12 people

D. Easy to read typography?

Set 1. 4 people Set 2. 6 people Set 3. 10 people

Which design do you think will

A. Well communicate what the product is?

Set 1. 8 people Set 2. 5 people Set 3. 7 people

B. Easily tell how to prepare the food?

Set 1. 5 people Set 2. 2 people Set 3. 13 people

Suggestions

A. Which design makes you want to try the product?

Why?

Set 1. 6 people

Illustration that shows the ingredients.

Interesting pattern.

Colors are more appetizing.

Illustration is easier to understand.

Set 2. 4 people

Good images.

I like the images because it looks more Chinese.

The yellow one looks delicious.

Set 2 looks very Oriental.

Set 3. 10 people

I think it will look very different from other products on the shelf.

It's the easiest one for me to read.

Looks quieter but different.

I like the vertical band; it looks very different.

The directions are the clearest.

Colors are unusual.

More interesting, and clearer description about the food.

The images are pretty and easy to understand.

It looks different from other two.

I think it's the most successful one aesthetically.

The Results of Intermediate Evaluation of Porridge Packages (continued)

Suggestions

B. What are your suggestions for improvement?

Make the type more readable.
Make the directions more readable.
Bigger type or different with Set 1.
Maybe different typeface.
The type, you should make it more readable for Set 1

Change colors of Set 2.
Colors of Set 3 look unique but not appetizing.
More color variety
Try other color combinations for Set 2.

Try a better photo image.
You need a clearer image and pattern.
Make that image of porridge smaller with set 3.
Try more patterns.
Work on Set 1 with the spoon/bowl outline.
I think Set 3.is the best one, but maybe you can try different patterns with it.

Intermediate Evaluation (continued)

Evaluation of Cereal Packages

This evaluation took place in Taiwan. Fifteen people were asked to evaluate three sets of cereal packages through e-mail.

Graphic Design

Which design do you think has

- A. A unique image use?
- B. Good connections between imagery and typography?
- C. A well-chosen color?
- D. Easy to read typography?

Which design do you think will

- A. Well communicate what the product is?
- B. Easily tell how to prepare the food?

Suggestions

- A. Which design makes you want to try the product?
Why?
- B. What are your suggestions for improvement?

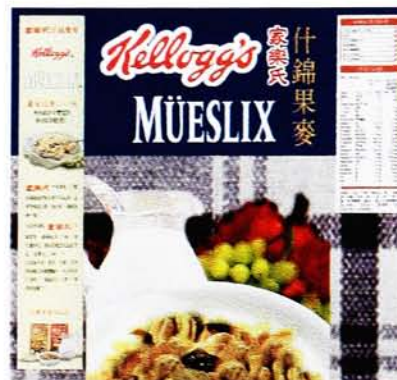
Please See Appendix IV for Evaluation Form.

Set 1

Cereal Layouts



Set 2
Cereal Layouts



Set 3
Cereal Layouts



The Results of Intermediate Evaluation of Cereal Packages

(total of fifteen people)

Graphic Design

Which design do you think has

A. A unique image use?

Set 1. 3 people Set 2. 3 people Set 3. 9 people

B. Good connections between imagery and typography?

Set 1. 5 people Set 2. 4 people Set 3. 6 people

C. A well-chosen color?

Set 1. 6 people Set 2. 3 people Set 3. 5 people

D. Easy to read typography?

Set 1. 3 people Set 2. 4 people Set 3. 8 people

Which design do you think will

A. Well communicate what the product is?

Set 1. 4 people Set 2. 4 people Set 3. 7 people

B. Easily tell how to prepare the food?

Set 1. 4 people Set 2. 8 people Set 3. 3 people

Suggestions

A. Which design makes you want to try the product?

Why?

Set 1. 3 people

Image looks very energetic.

I like the bright colors and the image of the milk coming out of the spoon..

Colors are more appetizing.

Set 2. 4 people

I like the style of the fruit.

I like it because it's quieter; it feels more like the "morning."

The pattern on the background makes me feel comfortable.

The images explain everything about this food.

Set 3. 8 people

I think it will look very different from other products on the shelf.

It looks different and quieter.

I like the colors. I thought they are different flavors. But they all look great.

More interesting, and clearer description about the food.

I like the style of the background (fruit pattern?)

It looks different from other two. Maybe it's because of the vertical band.

This set looks different from other similar products

The most successful color decision.

The Results of Intermediate Evaluation of Cereal Packages (continued)

Suggestions

B. What are your suggestions for improvement?

Change colors of Set 1.

Colors of Set 1 look unusual.

Try a different pattern for Set 1. The food pattern looks weird.

Make the image of the bowl smaller with Set 3.

I think Set 3 is the best one, but maybe you can try different patterns with it.

Try more different patterns.

I think you can try other color combinations.

Refinement

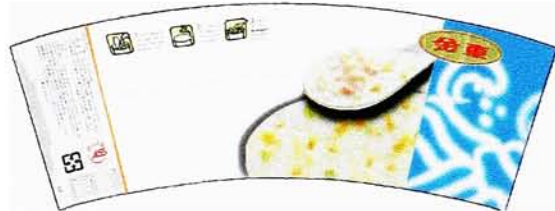
From the results of the evaluation, this project was refined in terms of images, color, typography, and the relationship between images and typography.

Rice Porridge

According to the results of the evaluation, Set 3 was chosen as the most successful design solution. Therefore, this set of packaging will be further refined for the final application.

Imagery

1. The images were scanned into the computer and then edited in Photoshop. The pattern was created in Photoshop. Some viewers may question the choice of the pattern because it is not clear and may not be easily understood. The new refinement tested different ocean wave patterns to find a better solution.
2. To create a clearer image of the food, a Photoshop filter was used to sharpen the image.



Typography

1. To avoid typography which was too complex for the descriptions, directions and the nutrition facts, the Univers typeface was chosen for the main text part of the package.
2. Minion was chosen for the English translation of the name of this product in order to unify English typeface and the Chinese character of the corporate identity symbol.



Colors

The pattern was in blue because it indicates seafood flavor. Background color was changed from white to yellow, which is attractive for food packaging.

Refinement

Dry Cereal

According to the results of the evaluation, Set 3 was chosen as the most successful design solution. Therefore, this set of packaging will be further refined for the final application.

Imagery

The images were scanned in the computer and then edited in Photoshop.

Colors

1. Colors of the fruit pattern were too dark. Viewers may find it difficult to recognize. Differing degrees of the Photoshop filters were used to create softer colors for the pattern.
2. To show the concept of healthy food, green was used for the background color. The new refinement softened the green to suggest the morning time and energy.



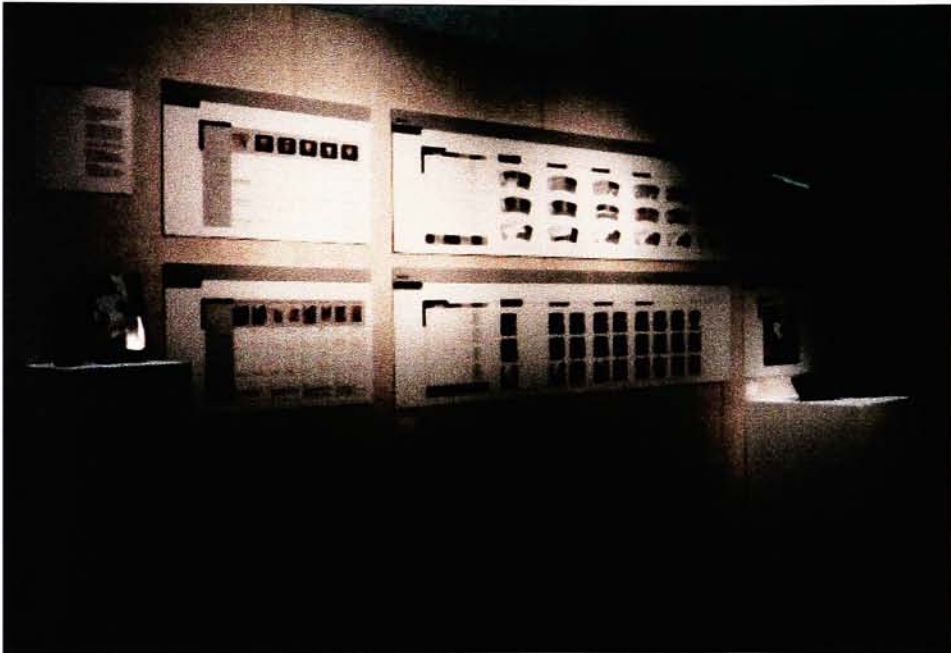
Typography

1. To promote the product, the Chinese translation of Mueslix was in a larger size than Kellogg's.
2. Kellogg's logo was changed from a diagonal position to horizontal. It suits the quieter quality of this design.



Exhibition

These packages were displayed in the RIT Bevier Gallery from April 5 through April 22, 1999. Explanation panels defined the aims of this project and the findings from the research and analysis stages. Process panels showed the ideation and development. The final application included a display of a set of two-dimensional mounted explanatory panels and a set of three-dimensional package models.



Future Plans

To receive feedback on the new packaging proposals from both food product companies, Golden Car and Kellogg's, the final refined packages could be sent directly to the companies.

This project involves two types of real packaging design. To ensure that these solutions work well, the best final rice porridge package design and a brief project synopsis will be sent to Golden Car. Also the best final dry cereal package design will be sent to Kellogg's.

Furthermore, a web site about this thesis project will be designed. It will introduce the concepts of cross-cultural design, explain how the project was developed, and request viewers' feedback. A web site is the most convenient medium to use because it has no geographic boundary. It will be an effective and appropriate way to share this project with its audiences who are from different countries, live in different cultures, and speak different languages.

In order to gain feedback from the proposed audiences of these package designs, an evaluation form was developed.

The first step was to design a questionnaire (Appendix V). Questions similar to those used during the evaluation of existing packages (Appendix II) were asked in order to compare the new design solutions to the existing ones.

Evaluation of Final Porridge Package

This evaluation took place outside of the cafeteria area, in the Student Alumni Union of RIT. This location was selected in order to gain feedback from people who probably would not have had much exposure to Taiwanese porridge. Thirty people were asked to fill out an evaluation form about the new rice porridge package. The summary of the results are as follows:

I am a 6 graphic designer
 24 other

1. This product is for: 20 A. breakfast 12 B. lunch C. dinner D. snack

Comments:

I know it's breakfast based on the type, but I'd guess it's lunch based on the flavor. It says breakfast on the package, but my experience with products in this kind of package says "lunch" or "snack."

2. Do you think these packages help you learn how to prepare the food? Yes 25 4 1 No

Comments:

The directions are on the top.
 Based on the pictograms.
 Very clear in words + pictures.
 Directions are simple and clear.
 Teach me how to prepare the package.

3. Do you think pictograms help you understand this product better? Yes 24 5 1 No

Comments:

Help understand the process.

4. Do you learn a specific flavor from the pattern on this package? Yes 20 4 6 No

Comments:

Yes for seafood: water + fish patterns are clear. No for rice.
 Seafood is clearer than rice.
 I realized it is seafood, but is it shrimp, fish or crab?
 Hard to see pattern from print-outs.

Evaluation of Final Porridge Package (continued)

5. Do the illustrations on this package clearly communicate the product?



Comments:

Hard to see; the print out is not very clear.

6. Do you think the colors work well within this package?



Comments:

I would probably selected other colors though. A orangish pink instead of yellow (for seafood), and a blue for water.

Perhaps the water needs to be more blue?

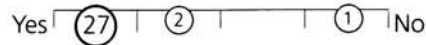
Yes, all work very well.

I associate seafood with green for some reason.

Excellent choice for type of design and food.

Green is really bad for seafood. It is nauseous.

7. In your opinion, is this package aesthetically appealing?



Comments:

Yes, very nice. I especially like the water and fish patterns.

The color draws me to them.

Very clean and understandable.

Green and brown pastels are really bad.

8. Would this package encourage you to try this new product?



Comments:

Depending on flavor. Also, think about making the porridge package more like a bowl.

I'd try most things once.

You made a clear comparison between two countries styles in packaging which I've never seen or payed attention to. I find it very interesting. I'm amazed how the different cultures precede food.

I don't like seafood.

Don't eat much seafood.

Could be more vibrant.

The look of it would, but I would be discouraged by the shape - the cup with the lid you pull and add hot water - because I have had bad experiences with products that come in this kind of cup. No matter how beautiful the packaging, I would be hesitant to try it - based on those bad products I've tried before.

I'm a vegetarian. I don't eat seafood.

I can't see the food well; the design and color do not say much but "bland."

Evaluation of Final Cereal Package

This evaluation took place in Taiwan. Taiwanese respondees in the USA have had experience living in the American culture. Therefore, in order to have more objective results, the final package design and evaluation form were sent back to Taiwan where less exposure to American dry cereal is probable. Twenty people were asked to evaluate the new cereal package design and to respond via e-mail.

I am a 2 graphic designer
~~(18)~~ other

1. This product is for: (20) A. breakfast B. lunch C. dinner D. snack

Comments:

I know it's breakfast based on the type and the descriptions on the back.
 I think the story on the back is a good idea.

2. Do you think these packages help you learn how to prepare the food? Yes (20) | | | | No

Comments:

The directions are on the side, and there's milk in the bowl.
 Directions are simple and clear.
 Based on the pictograms.
 Very clear in words.

3. Do you think pictograms help you understand this product better? Yes (15) | | | | (5) No

Comments:

Help understand the process.
 The picture and word are clear enough. Pictograms don't really help much.
 Maybe they should be bigger or on the facing side.

4. Do you learn how to prepare the food through the milk on the package? Yes (18) | | (1) | | (1) No

Comments:

Yes, it's very clear.
 It suggests adding milk into the food.
 I saw it many times and I didn't even notice that the milk suggests how to prepare it. You made a good point though.

5. Do the illustrations on this package clearly communicate the product? Yes (17) | (2) | | | (1) No

Comments:

I especially like the fruit pattern on the package. I supposed that you can eat the food with fruit or it's made from fruit.
 The cereal is not very clear. I'd like to see more clear detail.
 Hard to see; the print out is not very clear.

Evaluation of Final Cereal Package (continued)

6. Do you think the colors work well within this package?

Yes 17 3 No

Comments:

Perhaps the background (the band) can be a brighter color, such as yellow.

Yes, all work fine. But the strawberry and grapes are too dark.

I am assuming green means healthy food.

7. In your opinion, is this package aesthetically appealing?

Yes 17 1 2 No

Comments:

Yes, very nice. I like it because it's very simple and clean, not like other similar products' packages, which are usually too noisy and I can't even read the descriptions and directions.

It's very different., very simple and clear.

Very clean and understandable.

I don't think the color is quite right. It is too serious for a food product.

I like it especially for the composition. The color of the pattern is too dark though.

8. Would this package encourage you to try this new product?

Yes 18 2 No

Comments:

It will catch my eye if I see it on the shelf.

I don't like cereal.

I don't like sweet things for breakfast. But I would try it for it's good for my health.

Self Evaluation

Because this is a packaging design project, the process of the design should ideally include the cooperation of the company and a broader marketing survey in order to achieve the most successful communication. However, due to the limited time and the difficulty of sending messages back and forth between Taiwan and the USA, only a small audience was asked to evaluate this project. There was a concern that the results might not be objective enough. This is especially true for the set of packages of dry cereal. In this case, some design decisions would probably have to be changed if a broader marketing survey were done.

The porridge package prototype was printed out with less color control than desired due to paper and printer constraints. The ideal color should be more yellow, representing an appetizing food, instead of green, which sometimes is associated with spoiled seafood. Therefore, this design could be improved with the use of a different background color.

The cereal package prototype received mostly positive feedback from the actual evaluation process. However, it may take too much time for the viewers to notice the descriptions on the back panel of the package. Therefore, other design solutions could be made to create a stronger motivation for consumers to read all sides of the package.

The main focus of this study was to explore how various design elements can be used in visual communication in order to introduce a target audience to a new product from a different culture.

The research has analyzed existing cross-cultural packaging design examples. A clear comparison between two countries' styles of packaging design was developed. This helped viewers to understand the functions of the visual elements used on each package. This process would be especially beneficial for the graphic designers who work on assignments aimed at cultures other than their own.

Applying design findings from the analysis of existing packages to the design of new solutions was a challenge. Trying to balance the theory (the analysis from a designer's point of view) and the practice (the results from the surveys) was even more difficult. In the ideation process, using matrices to organize all possible combinations of visual elements made it easier to be systematic in generating new solutions.

The process of how the criteria were identified, the design problems were solved, and the final design decisions were made, is a valuable learning experience for the author, who expects herself to be a designer who breaks geographical and cultural boundaries in order to provide visual communication cross-culturally.

Chinese Calligraphy	In Chinese culture, calligraphy is closely related to both painting and writing. These three activities require the same tools (brush, ink, and paper or silk), and many literati engage in two or all three of these arts. Theories of Chinese calligraphy, painting, and literature developed along parallel lines, and treatises on these arts use similar or even identical concepts, terms and images.
Chinese Speakers	This term refers to people whose native language is Chinese. People from China and Taiwan are the main Chinese speakers in Asia, but Chinese characters can be recognized and understood in China, Taiwan, and Hong Kong.
Corporate Identity	A symbol or a mark to communicate a corporation's philosophies, goals, what products they make or services they provide.
Cross-cultural	Dealing with or offering comparison between two or more different cultures or cultural areas.
Graphic Designer	An artist who specializes in the design of visual communications. Originally used to designate designers of typography and printing, it now refers to a wide range of information design activity.
Pictogram	A pictogram is an image-related sign which represents, or stands for, the object depicted. It may represent a single object or all varieties of that object, such as a pictogram of an aircraft at an airport.
Sans serif	Typefaces without serifs.
Serifs	Small elements added to the ends of the main strokes of a letterform in serified type styles.
Symbol	Something that represents something else by association, resemblance, or convention; especially a material object used to represent an operation, an element, a quantity, a quality, or a relation, as in mathematics or music.

Target Audience	A target audience is a group of people who are defined by some common characteristics (age, gender, interests, etc.) which make them the most appropriate recipients of a marketing message or design.
Typeface	The design of alphabetical and numerical characters unified by consistent visual properties.
Visual Communication	Any printed, environmental and digital presentations of information and ideas.

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Appendix I-A

**Existing Packaging Examples:
Taiwanese Rice Porridge**

Taiwanese Rice Porridge

Example 1



President Company
Porridge packages for Taiwanese market

		design decision	function
Language		Chinese / no English	can only communicate with Chinese speakers
Imagery	Symbol	large corporate symbol; no pictographic symbols	emphasis on the brand
	Illustration	no image of the food	can't communicate what the food is like
Type	English	none	none
	Chinese	Chinese calligraphy	showing the product Chinese style
Color		white background; different colors indicating different flavors	showing different flavors
Pattern		pattern on the lower part of the cup	showing the Chinese style
Form		paper cup	convenience of carrying out

Taiwanese Rice Porridge

Example 2



Golden Car Company
Porridge package for Taiwanese market

		design decision	function
Language		Chinese with English translation / no English directions	communicate with English speakers in certain degree
Imagery	Symbol	large corporate symbol; no pictographic symbols	emphasis on the brand
	Illustration	image of the prepared food	communicate what the food is like
Type	English	serif	unify with Chinese characters
	Chinese	serif	name of the product
Color		warm and highly contrasted colors	catch attention; not related to the food or the flavor
Pattern		water pattern	suggesting the flavor
Form		paper cup	convenience of carrying out

Taiwanese Rice Porridge

Example 3



Golden Car Company
Porridge package for Taiwanese market

		design decision	function
Language		Chinese with English translation; no English directions	communicate with English speakers in certain degree
Imagery	Symbol	large corporate symbol; no pictographic symbols	emphasis on the brand
	Illustration	image of the prepared food	communicate what the food is like
Type	English	serif	unify with Chinese characters
	Chinese	serif	name of the product
Color		green pattern	unsure
Pattern		fish pattern	suggesting the flavor
Form		paper cup	convenience of carrying out

Taiwanese Rice Porridge

Example 4



Golden Car Company
Porridge package for Taiwanese market

		design decision	function
Language		Chinese / English descriptions and directions	can help English speakers understand this product
Imagery	Symbol	small corporate symbol; no pictographic symbols	emphasis on the product
	Illustration	photo of the prepared food	communicate what the food is like after preparation
Type	English	serif	unsure
	Chinese	Chinese calligraphy	showing the product Chinese style
Color		white background; different colors indicating different flavors	showing different flavors
Pattern		none	none
Form		paper cup	convenience of carrying out

Taiwanese Rice Porridge

Example 5



Ivy Company
Porridge package for Taiwanese market

		design decision	function
Language		Chinese / English descriptions and directions	can help English speakers understand this product
Imagery	Symbol	small corporate symbol; no pictographic symbols	emphasis on the product
	Illustration	photo of the prepared food	communicate what the food is like after preparation
Type	English	serif	unsure
	Chinese	Chinese calligraphy	showing the product Chinese style
Color		white background; different colors indicating different flavors	showing different flavors
Pattern		none	none
Form		paper cup	convenience of carrying out

Taiwanese Rice Porridge

Example 6



Maggi Company
Porridge package for Taiwanese market

		design decision	function
Language		Chinese / no English	can only communicate with Chinese speakers
Imagery	Symbol	large corporate symbol / pictographic symbols	emphasis on the brand / showing the process of preparing
	Illustration	drawing of the unprepared food and ingredients	communicate what food is made of
Type	English	none	none
	Chinese	Chinese calligraphy	showing the product Chinese style
Color		highly contrasted colors: yellow background with red and purple drawing	attractive to the eye
Pattern		none	none
Form		plastic cup	convenience of carrying out

Appendix I-B

**Existing Packaging Examples:
American Dry Cereal**

Existing Packaging Examples: American Dry Cereal

Example 1



Kellogg's Company
Cereal package for American market

		design decision	function
Language		English / no Chinese	can only communicate with English speakers
Imagery	Symbol	big name on package	emphasis on name of this product
	Illustration	image of the food	showing what the food is like
Type	English	sans serif	communicate to the target audience - children
	Chinese	none	none
Color		flat color, cartoon style	showing specific flavors
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 2



Kellogg's Company
Cereal package for Asian market

		design decision	function
Language		English / Chinese translation in the corner, no descriptions	Chinese label was added in the corner to communicate with Chinese speakers
Imagery	Symbol	large product name on package	emphasis on name of this product
	Illustration	image of the food / drawing of a cartoon character	showing what the food is like
Type	English	sans serif	communicate to the target audience - children
	Chinese	different typefaces, for the brand and the product name	to unify Chinese character and English type
Color		flat color, cartoon style	showing specific flavors
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 3



Kellogg's Company
Cereal package for American market

		design decision	function
Language		English / no Chinese	can only communicate with English speakers
Imagery	Symbol	big name on package large corporate identity	emphasis on name of this product and the brand
	Illustration	image of the prepared food	showing what the food is like
Type	English	sans serif	communicate to the target audience - children
	Chinese	none	none
Color		flat color, cartoon style	showing specific flavors
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 4



Kellogg's Company
Cereal package for Asian market

		design decision	function
Language		English / Chinese translation descriptions	Chinese translation can communicate with Chinese speakers
Imagery	Symbol	big name on package large corporate identity	emphasis on name of this product and the brand
	Illustration	image of the food and pouring milk and ingredients	showing what the food is like and how to prepare it
Type	English	sans serif	unsure
	Chinese	different typefaces, for the brand and the product name	to unify Chinese character and English type
Color		flat color, cartoon style white background	suggesting a light, healthier food
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 5



Kellogg's Company
Cereal package for American market

		design decision	function
Language		English / no Chinese	can only communicate with English speakers
Imagery	Symbol	big product name big corporate identity	emphasis on name of this product and the brand
	Illustration	image of the food / drawing of a cartoon character	showing what the food is like
Type	English	sans serif	communicate to the target audience - children
	Chinese	none	none
Color		flat color, cartoon style	unsure
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 6



Kellogg's Company
Cereal package for Asian market

		design decision	function
Language		English / Chinese translation descriptions	Chinese translation can communicate with Chinese speakers
Imagery	Symbol	smaller product name but larger corporate identity	emphasis on the brand
	Illustration	image of the food and pouring milk	showing what the food is like and how to prepare it
Type	English	sans serif	unsure
	Chinese	different typefaces, for the brand and the product name	to unify Chinese character and English type
Color		flat color, cartoon style blue background	unsure about the background color selection
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 7



Kellogg's Company
Cereal package for American market

		design decision	function
Language		English / no Chinese	can only communicate with English speakers
Imagery	Symbol	big product name small corporate identity	emphasis on name of this product and healthy choice
	Illustration	image of the food	showing what the food is like
Type	English	serif	giving a more traditional feeling
	Chinese	none	none
Color		flat, warm colors	healthy and energetic
Pattern		none	none
Form		paper box	convenience of stacking

Existing Packaging Examples: American Dry Cereal

Example 8



Kellogg's Company
Cereal package for Asian market

		design decision	function
Language		English / Chinese translation descriptions	Chinese translation can communicate with Chinese speakers
Imagery	Symbol	larger product name smaller corporate identity	emphasis on the product rather than the brand
	Illustration	image of the food and ingredients	showing what the food is like and what it contains
Type	English	sans serif	more traditional feeling
	Chinese	different typefaces, for the brand and the product name	to unify Chinese character and English type
Color		warm colors	rich nutrition, energetic
Pattern		none	none
Form		paper box	convenience of stacking

Appendix II-A

Evaluation of Existing Packaging Examples: Taiwanese Rice Porridge

Evaluation Form Used

MFA Candidate:
Committee:

Chia-Wen Tsao
Deborah Beardslee
Cathy Chou
Heinz Klinton

Evaluation

Package 1 Series

I am Taiwanese _____ Other _____
I am familiar with these products Yes _____ No _____

After viewing the packages, please answer the following questions:

1. This product is for:

A. breakfast B. lunch C. dinner D. snack

2. Do you know how to prepare the food from looking at these packages?

Yes _____ No _____

3. Do you think pictograms would help you understand this product better?

Yes _____ No _____

If yes, in what ways would they help?

4. Do you think the pattern on each package indicates a specific, different flavor?

Yes _____ No _____

Which one do you think communicate the clearest?

A. _____ B. _____ C. _____ D. _____

5. Do the illustrations on these packages help you understand the products?

Yes _____ No _____

Which illustration communicates best?

A. _____ B. _____ C. _____ D. _____

Why?

6. Are company and brand very important in your product selection? Why or why no?

7. Which package of this series has the strangest color decisions? Why?

8. Do you think including an English translation on this package makes it easier for you to understand the product?

9. Overall, which package of this series makes you want to try this product? Please explain.

Evaluation Summary for Porridge Packages

Question 1

I am familiar with these products.

Yes 1 No 26

Question 2

This product is for:

A. breakfast 5

B. lunch 24

C. dinner 5

D. snack 4

Question 3

Do you know how to prepare the food from looking at these packages?

Yes 15 No 15

Question 4

Do you think pictograms would help you understand the product better?

Yes 24 No 6

If yes, in what ways would they help?

Show you step by step of preparing the food.

Because I can't read Chinese.

They are clearer than words.

Clarity from language is not enough.

Show steps.

Show steps and instructions.

I can follow the steps.

A picture is worth a thousand words.

Pictures are more clear than words.

I can't read it without a translation, and anything would help.

They can show you how to prepare the food.

They will help people who don't read Chinese understand the directions.

Pictures are easier to understand.

Perhaps providing instructions for how to prepare.

Graphics help me understand the process..

They are straight forward. Look at them and you know how to prepare the food.

Show how to prepare.

Show before and after preparation.

Question 5

Do you think the pattern on each package indicates a specific, different flavor?

Yes 24 No 6

Which one do you think communicates most clearly?

A. 12 B. 3 C. 9 D. 6

Evaluation Summary for Porridge Packages (continued)

Question 6

Do illustrations on these packages help you understand the products?

Yes 26 No 4

Which illustration communicates best?

A. 12 B. 8 C. 7 D. 3

Why?

- A. Because the image clearly shows the food.
Includes English.
Photo is more clear.
I can identify the chicken.
The spoon makes me to think it is a soup.
Shows piece of chicken.
Because I know what it is.
Picture is clear.
You can see what it is supposed to be.
It shows what it looks like when it is prepared.
I can identify the chicken and ingredients in the photo.
Best picture.
- B. The drawing shows what is inside.
I can see what is inside by looking at the illustration.
It has illustration of the ingredients.
Illustrates some of the main flavors and ingredients (I am assuming.)
It shows the ingredients.
Because it has pictures of the ingredients.
It shows what's inside.
Pictures / illustration shows the foods that the product is made of.
- C. The picture shows the prepared food.
Shows majority of ingredients.
Actual picture of contents.
Because it has English words.
Picture is clear and looks better.
Picture is clear.
- D. It clearly shows fish.
Picture shows contents.

Evaluation Summary for Porridge Packages (continued)

Question 7

Are companies or brands very important in your product selection?

Yes 20 No 10

Why or why not?

Yes, because of reputation.

Yes, if I like the taste of a specific brand.

Yes, because they taste different.

Yes, reputation of quality.

Yes, if you know the brand, you know how good the food is. It is most like going to a good restaurant.

Yes, you can trust a well known company.

Yes, quality reliability.

Yes, you can trust a company because of its good reputation.

Yes, because I would be more likely to trust a brand I was familiar with.

Yes, because it represents the good quality.

Yes, because they use different ingredients.

Yes, the one that I ever tried and like the taste, I'll buy it again.

Yes, because I trust the quality.

Yes, I identify a certain level of quality and taste with a particular brand.

Yes, they usually assure quality.

No, because I look at picture.

No for me, because I am not familiar with the companies.

No. The only thing that matters is taste and cost.

No. I've never heard anything about any of these.

No, because I'm not familiar with the products.

No. I go for taste.

No, I think most of them are the same.

No, I go for my favorite flavor.

No, taste is important, not name.

No. Price and quality are more important.

Evaluation Summary for Porridge Packages (continued)

Question 8

Which package of this series has the strongest color decisions? Why?

A. 5 B. 4 C. 16 D. 4

A. Looks OK.

The colors are mild.

Type can be easily read. Color does not overwhelm the info the package transmit.

It is the best taste, not overpowering but very appetizing.

The color is not too strong, but very attractive.

B. Very bright and it stands out.

Colors are highly contrasted so it stands out.

Lit looks different.

C. Looks better than the rest.

Strong color and high contrast.

Variety and contrasts.

Colors are darker; high quality.

I think the orange stands out.

Contrast. It stands out.

Because of the variety of vegetables in them.

Colors are stronger than others.

Orange captures attention.

Looks realistic.

The colors make it outstand from others.

Looks hot.

The colors are highly contrasted and it stands out.

D. Bright contrasting colors.

The green and orange combination seems to jump out, and they remind me of vegetable.... food.

Because the green and fish go well.

The variety of colors and designs present.

Question 9

Do you think including an English translation on this package makes it easier for you to understand this product?

Yes 30 No 0

Evaluation Summary for Porridge Packages (continued)

Question 10

Over all, which package of this series makes you want to try this product?

Please explain.

A. 14 B. 7 C. 7 D. 1

A. Because I like chicken.

I find the images enticing, unlike the image on package C; I wouldn't want to eat what comes inside it.

It looks the best.

Because it looks like chicken soup - which I am familiar with.

The food appearance looks delicious, rather than the other.

Because I love chicken.

Because the picture of the food makes it appetizing.

The picture looks the best.

Chicken porridge.... mmm ...I love chicken.

Just because I like chicken.

Because I like chicken and I am more familiar with how chicken might taste in an instant product.

B. Looks the best tasting.

Looks most tasty.

Looks the best.

I'd like to know how it tastes.

It looks better.

I think the image looks better than others.

C. Food photo not washed out - fairly crisp.

Because of the English words and picture.

It looks tasty.

Looks the most appetizing.

Images on the package are appealing and peak curiosity.

D. Because the picture of the food looks good.

Appendix II-B

Evaluation of Existing Packaging Examples: American Dry Cereal

Evaluation Form Used

MFA Candidate:
Committee:

Chia-Wen Tsao
Deborah Beardslee
Cathy Chou
Heinz Klinton

Evaluation

Package 2 Series

我是 台灣人_____ 其他 _____

我對於這項產品有所了解 是_____ 否_____

看完了下列包裝之後, 請回答以下的問題:

1. 這項產品是

A. 早餐 B. 中餐 C. 晚餐 D. 點心

2. 看過包裝之後, 您了解如何時用這項產品嗎?

是_____ 否_____

3. 您認為圖解如何使用會幫助您更了解本產品嗎?

是_____ 否_____

如果是, 您認為圖示可以如何幫助您呢?

4. 您認為在包裝上顯示牛奶可以幫助您了解如何食用本產品嗎?

是_____ 否_____

您認為在包裝上顯示穀類或水果可以幫助您了解本產品的內容物嗎?

是_____ 否_____

5. 您認為在包裝上的插圖有幫助您了解本產品嗎?

是_____ 否_____

哪一個是最清楚表達本產品呢?

A. _____ B. _____ C. _____ D. _____

為什麼?

6. 您認為品牌對您選擇產品有影響嗎? 為什麼?

7. 哪一個包裝您認為有最好的顏色? 為什麼?

8. 您認為中文翻譯會幫助您更了解本產品嗎?

9. 總體而言, 您認為哪一個包裝會令您想嘗試本產品呢? 請解釋.

Evaluation Summary for Cereal Packages

Question 1

I am familiar with these products.

Yes 9 No 6

Question 2

This product is for:

A. breakfast 13

B. lunch 0

C. dinner 0

D. snack 2

Question 3

Do you know how to prepare the food from looking at these packages?

Yes 6 No 9

Question 4

Do you think pictograms would help you understand the product better?

Yes 11 No 4

If yes, in what ways would they help?

Because I can't read English.

Clarity from language is not enough.

Show steps and instructions.

Show how to prepare.

I can follow the steps.

Pictures are more clear than words.

They are straight forward. Look at them and you know how to prepare the food.

I can't read it without a translation, and pictures would help a lot.

They will help people who don't read Chinese understand the directions.

Pictures are easier to understand and I can't read English.

Perhaps providing instructions for how to prepare.

Question 5

Do you think showing milk on the packages indicates how to prepare the food?

Yes 14 No 1

Do you think the photo of a corn or fruit helps you understand the ingredients of this product?

Yes 9 No 6

Evaluation Summary for Cereal Packages (continued)

Question 6

Do illustrations on these packages help you understand the products?

Yes 2 No 13

Which illustration communicates best?

A. 5 B. 4 C. 2 D. 5

Why?

- A. Because the image clearly shows the food.
The colors show the flavor.
The style is not so serious.
Picture is clear. (Why the tiger?)
- B. The picture shows what's inside. And I don't know the tiger showing on package A.
I can see what is inside by looking at the illustration.
It looks energetic.
It shows what's inside.
- C. Shows majority of ingredients.
Because it has Chinese
- D. It clearly shows the food and ingredients.
Picture shows contents. But should include Chinese description (history) about it.
It looks how to prepare the food with the milk coming out of the pitch.
It look delicious. (and the chicken represents morning? I'm assuming.)
It has Chinese. But if there is a Chinese description, it will be better.

Question 7

Are companies or brands very important in your product selection?

Yes 10 No 5

Why or why not?

- Yes, you can trust a well known company.
- Yes, quality reliability.
- Yes, you can trust a company because of its good reputation.
- Yes, the one that I ever tried and like the taste, I'll buy it again.
- Yes, because I trust the quality.
- Yes, because of their reputation.
- Yes, there are other similar products, and a brand usually good quality.
- Yes, reputation of quality.
- Yes, they usually assure quality.
- No, taste and flavor are more important.
- No, because I think they are all similar.
- No, I am no familiar with this product so it doesn't matter.
- No, taste is more important than names.
- No, price and quality are more important.

Evaluation Summary for Cereal Packages (continued)

Question 8

Which package of this series has the strongest color decisions? Why?

A. 6 B. 1 C. 1 D. 7

- A. Purple is very attractive, and it captures my attention.
Because the color (brown) suggests the chocolate flavor.
Colors are bright; full of energy.
Purple is an unusual color for food package. It looks different.
Color matches the flavor.
I was attracted to the purple.
- B. I like the simple design; not using too many different colors because that will make the package look too busy.
- C. It looks warm, full of rich nutrition, and appetizing.
- D. White background contrasts with the red and green of the illustration.
It's simple and bright.
The simple white background makes it stand out.
White makes me feel comfortable.
It's a good choice to represent one's mood in the morning.
It's simple and clear.
The white background makes it feel like a breakfast food.

Question 9

Do you think including an English translation on this package makes it easier for you to understand this product?

Yes 11 No 3

One person responded as "It depends." If the translation is not good enough, sometimes it makes viewers even more confused.

Evaluation Summary for Cereal Packages (continued)

Question 10

Overall, which package of this series makes you want to try this product?

Please explain.

A. 5 B. 3 C. 2 D. 3

A. Because it looks positive and cute.

I like chocolate.

The tiger is cute though I don't know why a tiger is used.

I feel like I can enjoy the food; others are too serious.

Because I like the flavor.

B. It's healthy, and that's very important.

The ingredients on the package shows clearer than others.

It obviously convey the message to the consumers that the product is a healthy food. It will be my first concern.

C. It looks like it has more nutrition in it.

It looks like it has richer nutrition.

D. Because the picture on the back makes understand the food.

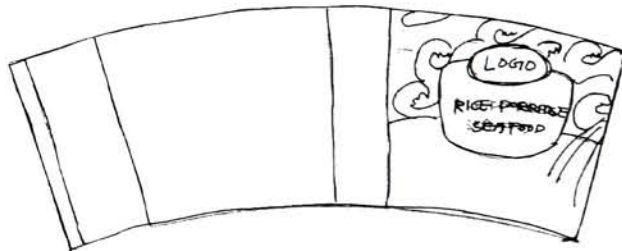
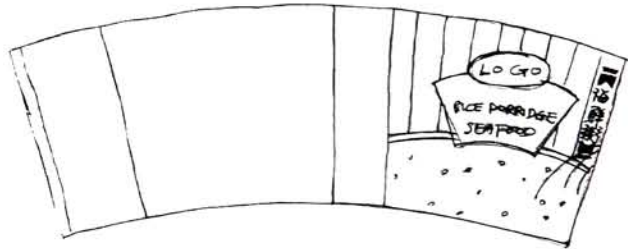
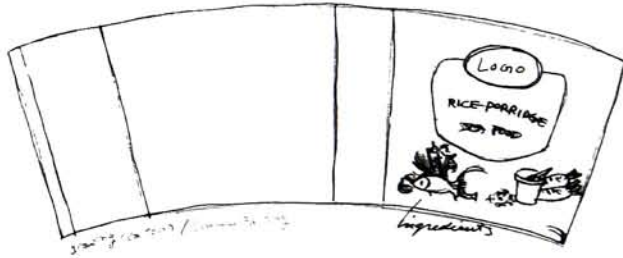
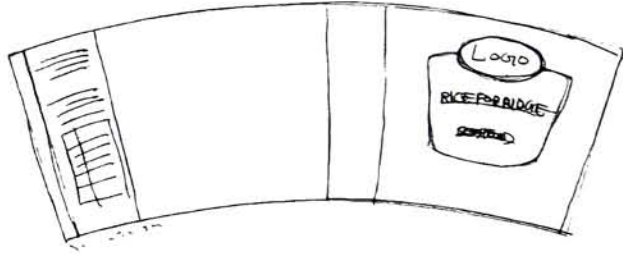
I like the original flavor.

I has more "morning" feeling.

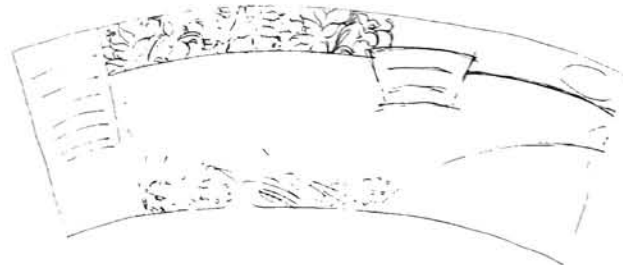
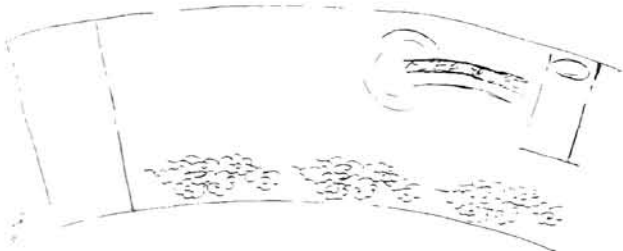
Appendix III-A

**Preliminary & Intermediate Sketches:
Taiwanese Rice Porridge**

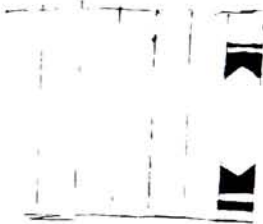
Symmetrical Compositions



Asymmetrical Compositions



Pattern Explorations



Pattern Explorations (continued)

Fish



Water Weed



Water;
Ocean Wave



Chinese



Appendix III-B

**Preliminary & Intermediate Sketches:
American Dry Cereal**

Symmetrical Compositions



Asymmetrical Compositions

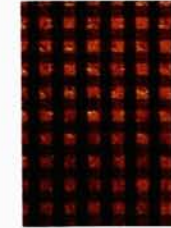


Pattern Explorations

Natural



American



Cereal



Appendix IV

Intermediate Evaluation:

A. Taiwanese Rice Porridge

B. American Dry Cereal

Evaluation Form Used

MFA Candidate:
Committee:

Chia-Wen Tsao
Deborah Beardslee
Cathy Chou
Heinz Klinton

Evaluation

Rice Porridge

After viewing the packages, please answer the following questions:

1. Which design do you think has:
 - A unique image use? Set 1. ____ Set 2. ____ Set 3. ____
 - Good connections between imagery and typography? Set 1. ____ Set 2. ____ Set 3. ____
 - A well-chosen color? Set 1. ____ Set 2. ____ Set 3. ____
 - Easy to read typography? Set 1. ____ Set 2. ____ Set 3. ____
2. Which design do you think will:
 - Well communicate what the product is? Set 1. ____ Set 2. ____ Set 3. ____
 - Easily tell how to prepare the food? Set 1. ____ Set 2. ____ Set 3. ____
3. Which design makes you want to try the product? Set 1. ____ Set 2. ____ Set 3. ____
4. What is your suggestion for improvement?

Evaluation Summary for Porridge Packages

Graphic Design

Which design do you think has

A. A unique image use?

Set 1. 3 people

Set 2. 3 people

Set 3. 14 people

B. Good connections between imagery and typography?

Set 1. 5 people

Set 2. 9 people

Set 3. 6 people

C. A well-chosen color?

Set 1. 5 people

Set 2. 3 people

Set 3. 12 people

D. Easy to read typography?

Set 1. 4 people

Set 2. 6 people

Set 3. 10 people

Which design do you think will

A. Well communicate what the product is?

Set 1. 8 people

Set 2. 5 people

Set 3. 7 people

B. Easily tell how to prepare the food?

Set 1. 5 people

Set 2. 2 people

Set 3. 13 people

Suggestions

A. Which design makes you want to try the product?

Why?

Set 1. 6 people

Illustration that shows the ingredients.

Interesting pattern.

Colors are more appetizing.

Illustration is easier to understand.

Set 2. 4 people

Good images.

I like the images because it looks more Chinese.

The yellow one looks delicious.

Set 2 looks very Oriental.

Set 3. 10 people

I think it will look very different from other products on the shelf.

It's the easiest one for me to read.

Looks quieter but different.

I like the vertical band; it looks very different.

The directions are the clearest.

Colors are unusual.

More interesting, and clearer description about the food.

The images are pretty and easy to understand.

It looks different from other two.

I think it's the most successful one aesthetically.

Suggestions

B. What are your suggestions for improvement?

Make the type more readable.

Make the directions more readable.

Bigger type or different with Set 1.

Maybe different typeface.

The type, you should make it more readable for Set 1

Change colors of Set 2.

Colors of Set 3 look unique but not appetizing.

More color variety

Try other color combinations for Set 2.

Try a better photo image.

You need a clearer image and pattern.

Make that image of porridge smaller with set 3.

Try more patterns.

Work on Set 1 with the spoon/bowl outline.

I think Set 3 is the best one, but maybe you can try different patterns with it.

Evaluation Form Used

MFA Candidate:
Committee:

Chia-Wen Tsao
Deborah Beardslee
Cathy Chou
Heinz Klinkon

Evaluation

American Cereal

看完了下列包裝之後, 請回答以下的問題:

1. 哪一組包裝有:

獨特的影像 (照片, 插圖) A. ____ B. ____ C. ____

圖文之間有良好的關連 A. ____ B. ____ C. ____

顏色搭配良好 A. ____ B. ____ C. ____

文字易於閱讀 A. ____ B. ____ C. ____

2. 哪一組設計您認為可以

成功地表達本項產品 A. ____ B. ____ C. ____

使使用者容易了解如何食用 A. ____ B. ____ C. ____

3. 哪一組設計會吸引您購買本產品呢? A. ____ B. ____ C. ____

為什麼?

4. 就改善本產品的包裝設計, 您有什麼建議嗎?

Evaluation Summary for Cereal Packages

Graphic Design

Which design do you think has

A. A unique image use?

Set 1. 3 people

Set 2. 3 people

Set 3. 9 people

B. Good connections between imagery and typography?

Set 1. 5 people

Set 2. 4 people

Set 3. 6 people

C. A well-chosen color?

Set 1. 6 people

Set 2. 3 people

Set 3. 5 people

D. Easy to read typography?

Set 1. 3 people

Set 2. 4 people

Set 3. 8 people

Which design do you think will

A. Well communicate what the product is?

Set 1. 4 people

Set 2. 4 people

Set 3. 7 people

B. Easily tell how to prepare the food?

Set 1. 4 people

Set 2. 8 people

Set 3. 3 people

Suggestions

A. Which design makes you want to try the product?

Why?

Set 1. 3 people

Image looks very energetic.

I like the bright colors and the image of the milk coming out of the spoon..

Colors are more appetizing.

Set 2. 4 people

I like the style of the fruit.

I like it because it's quieter; it feels more like the "morning."

The pattern on the background makes me feel comfortable.

The images explain everything about this food.

Set 3. 8 people

I think it will look very different from other products on the shelf.

It looks different and quieter.

I like the colors. I thought they are different flavors. But they all look great.

More interesting, and clearer description about the food.

I like the style of the background (fruit pattern?)

It looks different from other two. Maybe it's because of the vertical band.

This set looks different from other similar products

The most successful color decision.

Suggestions

B. What are your suggestions for improvement?

Change colors of Set 1.

Colors of Set 1 look unusual.

Try a different pattern for Set 1. The food pattern looks weird.

Make the image of the bowl smaller with Set 3.

I think Set 3 is the best one, but maybe you can try different patterns with it.

Try more different patterns.

I think you can try other color combinations.

Appendix V

**Retrospective Evaluation:
A. Taiwanese Rice Porridge
B. American Dry Cereal**

Evaluation Form Used

MFA Candidate:
Committee:

Chia-Wen Tsao
Deborah Beardslee
Cathy Chou
Heinz Klinkon

Evaluation

Package 1 Series

I am a _____ graphic designer
_____ other _____

After viewing the packages, please answer the following questions:

1. This product is for: (circle one)

A. breakfast B. lunch C. dinner D. snack

2. Do you think these packages help you learn
how to prepare the food?

Yes | _____ | No

Comments

3. Do you think pictograms help you understand
this product better?

Yes | _____ | No

Comments

4. Do you learn a specific flavor from the pattern
on this package?

Yes | _____ | No

Comments

5. Do the illustrations on this package clearly
communicate the product?

Yes | _____ | No

Comments

6. Do you think the colors work well within
this package?

Yes | _____ | No

Comments

7. In your opinion, is this package aesthetically
appealing?

Yes | _____ | No

Comments

8. Would this package encourage you to try this
new product?

Yes | _____ | No

Comments

Evaluation Summary for Porridge Packages

I am a 6 graphic designer
24 other

1. This product is for: 20 A. breakfast 12 B. lunch C. dinner D. snack

Comments:

I know it's breakfast based on the type, but I'd guess it's lunch based on the flavor. It says breakfast on the package, but my experience with products in this kind of package says "lunch" or "snack."

2. Do you think these packages help you learn how to prepare the food? Yes 25 | 4 | | | 1 | No

Comments:

The directions are on the top.
Based on the pictograms.
Very clear in words + pictures.
Directions are simple and clear.
Teach me how to prepare the package.

3. Do you think pictograms help you understand this product better? Yes 24 | 5 | | | 1 | No

Comments:

Help understand the process.

4. Do you learn a specific flavor from the pattern on this package? Yes 20 | | | 4 | | 6 | No

Comments:

Yes for seafood: water + fish patterns are clear. No for rice.
Seafood is clearer than rice.
I realized it is seafood, but is it shrimp, fish or crab?
Hard to see pattern from print-outs.

Evaluation Summary for Porridge Packages (continued)

5. Do the illustrations on this package clearly communicate the product?

Yes | (27) | (2) | (1) | No

Comments:

Hard to see; the print out is not very clear.

6. Do you think the colors work well within this package?

Yes | (26) | (1) | (3) | No

Comments:

I would probably selected other colors though. A orangish pink instead of yellow (for seafood), and a blue for water.

Perhaps the water needs to be more blue?

Yes, all work very well.

I associate seafood with green for some reason.

Excellent choice for type of design and food.

Green is really bad for seafood. It is nauseous.

7. In your opinion, is this package aesthetically appealing?

Yes | (27) | (2) | (1) | No

Comments:

Yes, very nice. I especially like the water and fish patterns.

The color draws me to them.

Very clean and understandable.

Green and brown pastels are really bad.

8. Would this package encourage you to try this new product?

Yes | (21) | (2) | (8) | No

Comments:

Depending on flavor. Also, think about making the porridge package more like a bowl.

I'd try most things once.

You made a clear comparison between two countries styles in packaging which I've never seen or payed attention to. I find it very interesting. I'm amazed how the different cultures precede food.

I don't like seafood.

Don't eat much seafood.

Could be more vibrant.

The look of it would, but I would be discouraged by the shape - the cup with the lid you pull and add hot water - because I have had bad experiences with products that come in this kind of cup. No matter how beautiful the packaging, I would be hesitant to try it - based on those bad products I've tried before.

I'm a vegetarian. I don't eat seafood.

I can't see the food well; the design and color do not say much but "bland."

Evaluation Form Used

MFA Candidate:
Committee:

Chia-Wen Tsao
Deborah Beardslee
Cathy Chou
Heinz Klinkon

Evaluation

Package 2 Series

看完了下列包裝之後, 請回答以下的問題:

1. 這項產品是:

A. 早餐 _____ B. 中餐 _____ C. 晚餐 _____ D. 點心 _____

2. 您認為這個包裝設計可以幫助您了解如何食用本產品嗎? 是 否

意見:

3. 您認為圖示有幫助您了解如何食用本產品嗎? 是 否

意見:

4. 您認為包裝上的牛奶有幫助您了解如何食用本產品嗎? 是 否

意見:

5. 您認為包裝上的插圖有清楚地表達本產品嗎? 是 否

意見:

6. 您認為包裝上的顏色使用得宜嗎? 是 否

意見:

7. 您認為這個包裝美觀而且吸引人嗎? 是 否

意見:

8. 您認為這個包裝吸引您嘗試本產品嗎? 是 否

意見:

Evaluation Summary for Cereal Packages

I am a 2 graphic designer
18 other

1. This product is for: 20 A. breakfast B. lunch C. dinner D. snack

Comments:

I know it's breakfast based on the type and the descriptions on the back.
I think the story on the back is a good idea.

2. Do you think these packages help you learn how to prepare the food? Yes 20 No

Comments:

The directions are on the side, and there's milk in the bowl.
Directions are simple and clear.
Based on the pictograms.
Very clear in words.

3. Do you think pictograms help you understand this product better? Yes 15 No 5

Comments:

Help understand the process.
The picture and word are clear enough. Pictograms don't really help much.
Maybe they should be bigger or on the facing side.

4. Do you learn how to prepare the food through the milk on the package? Yes 18 No 1 1

Comments:

Yes, it's very clear.
It suggests adding milk into the food.
I saw it many times and I didn't even notice that the milk suggests how to prepare it. You made a good point though.

5. Do the illustrations on this package clearly communicate the product? Yes 17 No 2 1

Comments:

I especially like the fruit pattern on the package. I supposed that you can eat the food with fruit or it's made from fruit.
The cereal is not very clear. I'd like to see more clear detail.
Hard to see; the print out is not very clear.

Evaluation Summary for Cereal Packages (continued)

6. Do you think the colors work well within this package?

Yes 17 3 No

Comments:

Perhaps the background (the band) can be a brighter color, such as yellow.

Yes, all work fine. But the strawberry and grapes are too dark.

I am assuming green means healthy food.

7. In your opinion, is this package aesthetically appealing?

Yes 17 1 2 No

Comments:

Yes, very nice. I like it because it's very simple and clean, not like other similar products' packages, which are usually too noisy and I can't even read the descriptions and directions.

It's very different., very simple and clear.

Very clean and understandable.

I don't think the color is quite right. It is too serious for a food product.

I like it especially for the composition. The color of the pattern is too dark though.

8. Would this package encourage you to try this new product?

Yes 18 2 No

Comments:

It will catch my eye if I see it on the shelf.

I don't like cereal.

I don't like sweet things for breakfast. But I would try it for it's good for my health.