



# Process Manual

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## Introduction

Most people do not know how incredibly unhealthy microwavable popcorn is. It has harmful chemicals and carcinogens in both the butter and bag, respectively, that can be consumed or inhaled when cooked. People pay for convenience while making sacrifices to their health. Popcorn is actually quite healthy when homemade in the kitchen. The goal of Maizme popcorn is to bring attention to the dark secrets of snacks out there that they may not know about and to provide a much healthier alternative. Maizme also presents an opportunity to learn and socialize in the process. Unlike microwavable popcorn, Maizme popcorn is a conscientious, educational, and social experience.



week 1



## Case Studies

In order to gather ways in which to incorporate biomimicry into the product, I researched two fascinating plants found in nature. My two case study choices were honeysuckles and ferns. A feature of the honeysuckle was used in my design as a spice releasing apparatus. The string pulled from the bottom of a honeysuckle resembles the string to rip open the spice packet built into the lid. The fern inspired another idea for a type of packaging that would unfurl itself when heated, much like a fern. Other findings and information about each plant were researched and described on the following pages.

# BIOIMIMICRY

## Honeysuckle

Case #1

### What is it?

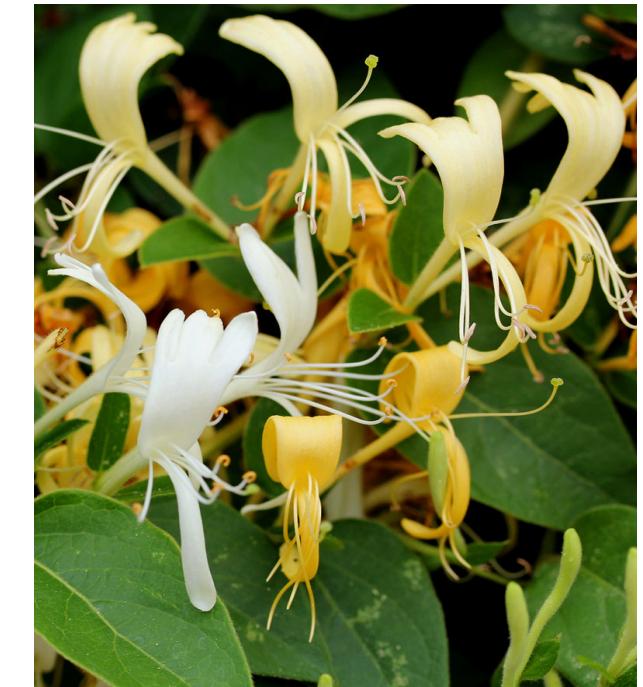
The Japanese Honeysuckle is a species that came over to the Western Hemisphere from areas in Asia. They are very common and also quite beautiful, but also quite a pest, as it competes harshly with other plants. They can grow almost anywhere.

### Properties

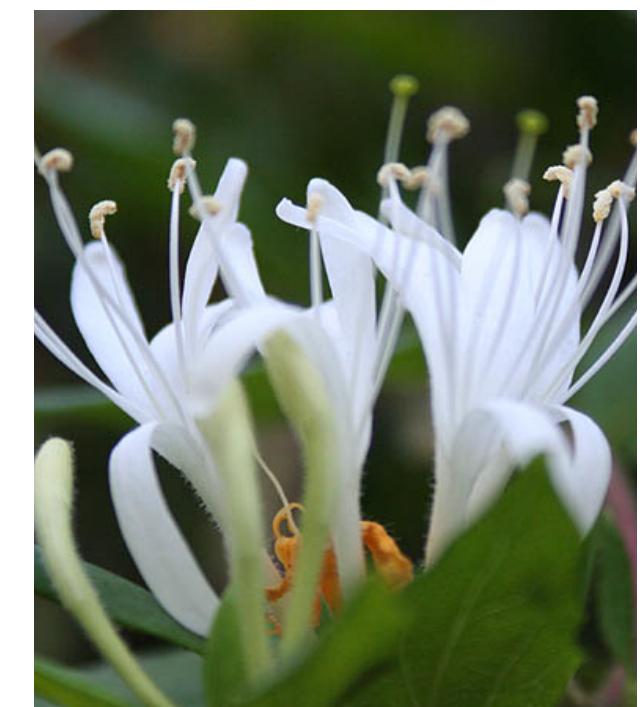
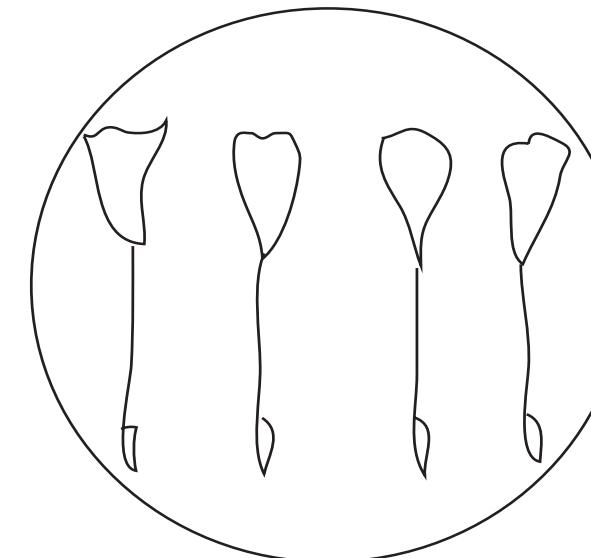
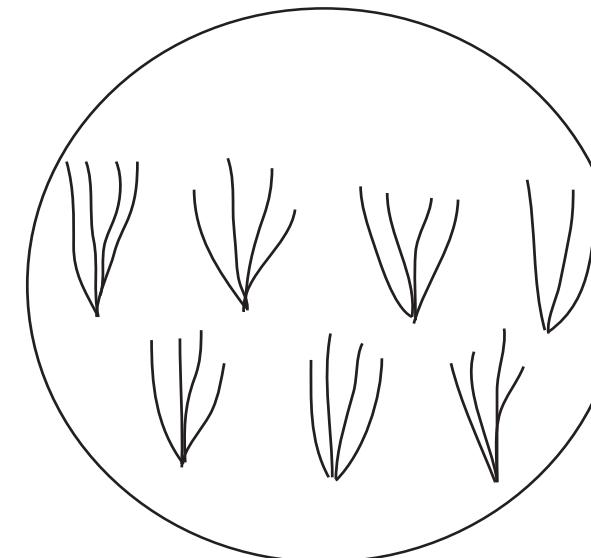
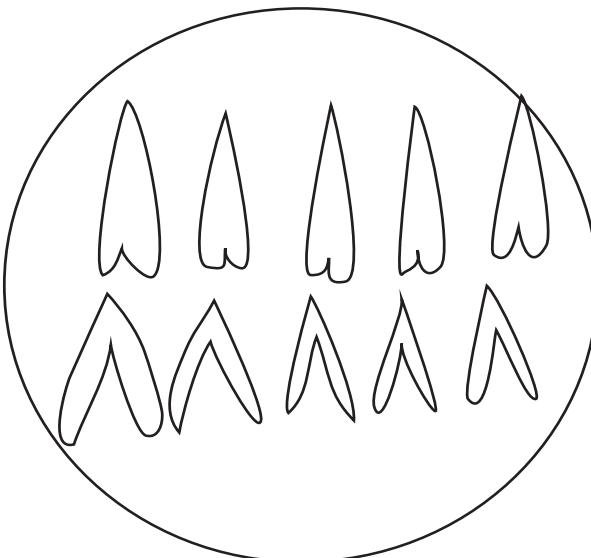
The honeysuckle is a childhood memory for most people, recalling the way one could pull the bottom and lick the bubble of nectar. They start white and turn yellow with age. They are parasitic in the plant community, for they grow onto other plants and trees and use them for their own benefit. Most plants, even a tree cannot compete with the honeysuckle above or below ground.

### Design potential

The exterior of the flower shows a lovely display and can possibly inspire decorative design pieces. The feature where one can pull a string from the bottom and squeeze out the nectar is particularly interesting. This can function as a method for opening packaging, having the package hang away, or provide ventilation when pulled all the way out.



### Sketches & patterns



Manhart, James. "Japanese Honeysuckle." Japanese Honeysuckle. N.p., n.d. Web. 10 Aug. 2016.

United States. National Park Service. "PCA Alien Plant Working Group." National Parks Service. U.S. Department of the Interior, n.d. Web. 10 Aug. 2016.

# Biomimicry

## Fern

Case #2

### What is it?

A fern is a unique plant. It has an exquisite display of its leaves, organized symmetrically and possesses modularity. Its leaves, called “fronds”, and leaflets fan out to face the sun, allowing it to take in much light to make food.

### Properties

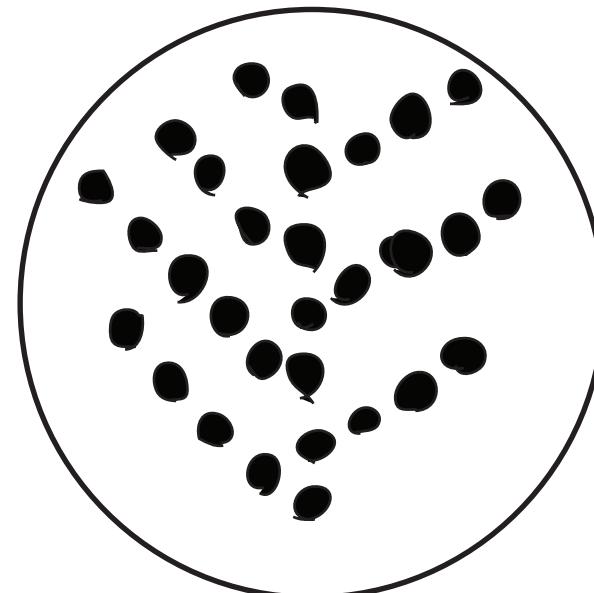
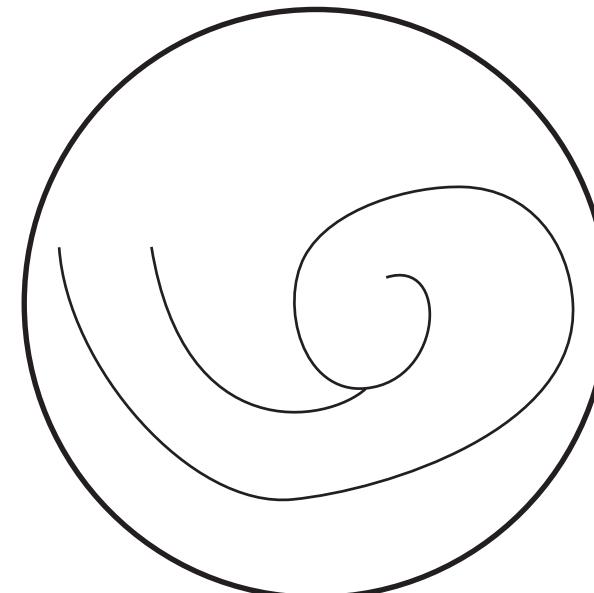
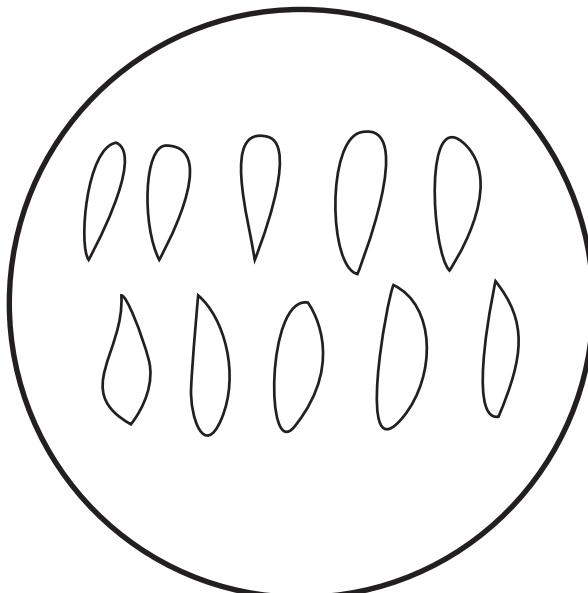
Ferns are born in the form of what's called a “fiddlehead”, for its resemblance to the scroll of a violin. All of the fern's fronds are coiled up and only slowly unfurl as they are exposed to light and heat. Ferns reproduce with single living cells called “spores” which are collected in multiple clusters called “sori”. These are located on the undersides of the fronds, and are released to the ground when they are matured.

### Design potential

A design application could include packaging that is at first compact with its contents, and then unfurls and opens itself when exposed to heat. This is quite a literal application. The sori on the undersides of the fronds could serve as inspiration for a repeatable, modular design pattern.



### Sketches & patterns



Bowe, Audrey. "All about Joints: A Maintenance Guide." Choice Reviews Online 40.08 (2003): n. pag. Web.



week 2



## Logo Development

For the branding I was searching for a friendly lettering and icon design with warm appetizing colors. These first two iterations are close to the final logo, but the type is much too thin, but preserved an organic look. I then tried to draw my own typed lettering to make the letterforms fuller, but the end result was still missing something. I even went as far as to redesign my branding identity all together, but the two m's in a square didn't seem to suit that friendly appetizing and healthy vibe I was going for. But they were worth exploring because it brought me to a branding I am proud of.

First iterations for logo design. Thin type and thin popcorn icon. Yellow for the color of maize and orange as a compliment color. Discovered orange works well for legibility in both the original (top) and the inverted block version (bottom).



This was an attempt to draw my own type for my logo. This version has a more organic look and is fuller in shape. This was a step toward that friendly look while being more legible. The colors were experimented with to resemble corn in a husk.



These were some of the alternative iterations for the branding. In a way this had a more modern and sleek look. So then this didn't fit enough with the friendly vibe I was going for.

## Final Logo

My final logo uses Futura Standard, Book as the main font, which is used throughout the branding as well. It is clean, has friendly shapes and compliments my popcorn icon well. I was able to achieve that friendly and also credible feel with this final logo iteration. I produced alternative versions of the logo that could be used for advertising or packaging, as shown on the next page.



Original Logo



Logo with Background



Branding Symbol

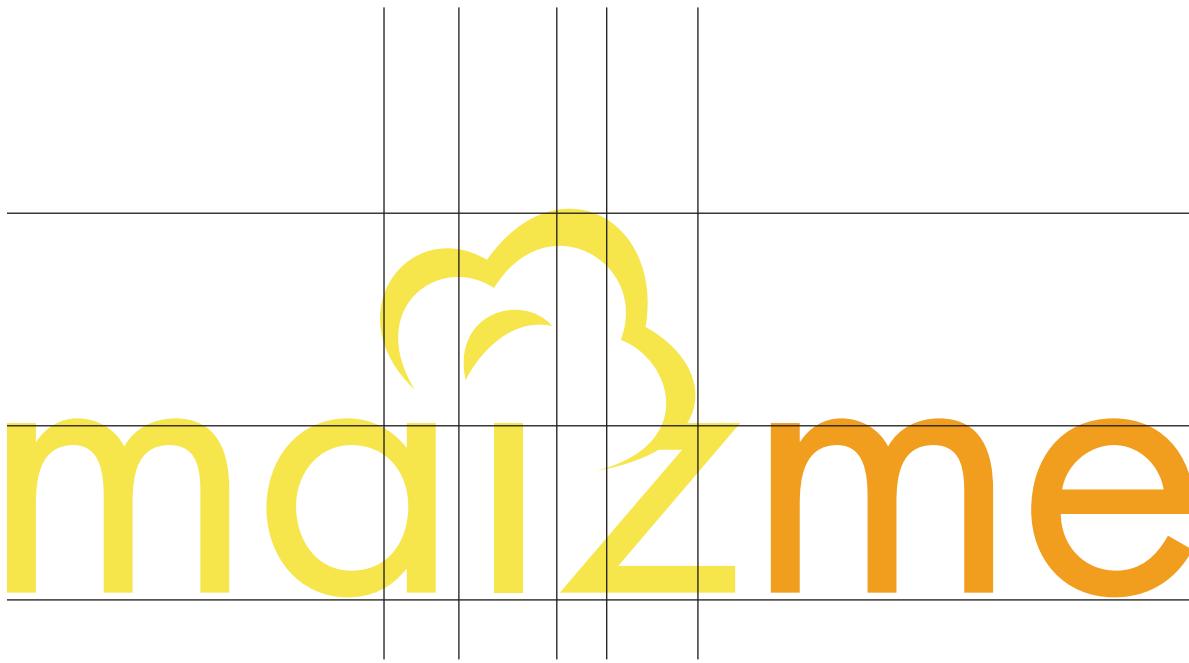


week 3



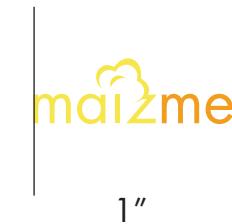
## Graphic Standard

The Graphic Standard is a breakdown of the logo and branding itself and how it will be used. Things to consider to use the logo properly include type, color, orientation, dimensions and places for advertisement. I broke it down into the most affective uses and forms of the logo to ensure the integrity of my branding.



## Logo Specifications

The brand name "Maizme" is typed in Futura normally then kerned. The popcorn icon rests on top of the "z" about halfway on the upper ledge of the letterform. The small puffy detail in the popcorn icon rests naturally above the "i" and slightly to the left to gain an overall balance. The popcorn icon makes the logo, so it is important. It is slightly placed to the left for a balance in the word "maiz", resting in a spot that allows it to still be quite legible. Then adding on "me" doesn't throw off that well-maintained balance. The asymmetry adds an organic and fun, sort of "tilted" character to convey the personality of the product. 1" size is still quite legible.





## Logo Variations

Each of these variations are equipped with a different purpose. The main logo would be used for general campaigning and getting the logo to be recognizable. Once it is commonly known, the inverted orange version of the logo can be used interchangably in different advertising contexts, or perhaps be a new design for the product in the future. The black and white is strictly for mass printing, and the popcorn icon would eventually become the recognizable symbol for the company. It is what makes the logo unique and gives it voice.



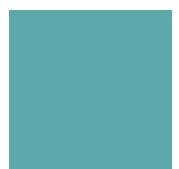
C=3 M=43 Y=100 K=0  
R= 241 G= 158 B= 31



C= 4 M= 5 Y= 83 K= 0  
R= 249 G= 228 B= 75



C=56 M=0 Y=88 K=0  
R= 123 G= 194 B= 86



C=64 M=17 Y=35 K=0  
R= 94 G= 168 B= 168

## Color Palette

The two main colors located at the top of the color palette are ones used for the original version of the logo. The bottom three colors in addition to the orange hue are used for variations of the background version of the logo. On the packaging, these colors will be associated with an assortment of different flavors for spices.

Futura Std  
(Book)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Std  
(Book Oblique)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Std  
(Light Condensed)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Typography

Futura Standard is the focused typeface used for Maizme's branding. This font was designed to have a friendly flow all while being highly legible. It is ranked in the top 100 fonts and is widely known. The logo uses the Book style of the font, in addition to the business system. While other versions such as Book Oblique and Light Condensed are used around the packaging to unify the identity of the product.

## Business System

Orange is the main accent color here because it creates a nice contrast, making the text and graphics highly visible and legible. Each part of the business process is also typed in Futura Standard to maintain integrity to the brand.





**Maizme Headquarters**  
1234 Main Street,  
Unit 415  
Davis, CA 95616  
(714) 123-4567  
[maizme@gmail.com](mailto:maizme@gmail.com)

Recipient name  
Address/ Street  
City, State, Zipcode  
Email

To whom it may concern,

Thank you very much for taking an interest in Maizme Popcorn.

As a company, and a community, we strive to sell a product that makes people feel good about the snack they are eating. We've stripped away connotations of "buttery", "unhealthy", and "tacky" from the concept of microwavable popcorn.

In our efforts, we were able to create a product that is instead healthy, attractive, and user friendly. Not many other related companies can say that. We take pride in what our company stands for and reaching out to the ever growing demographic of healthy snack seekers.

Contact us anytime with the addresses and number provided.

My sincerest gratitude,

Danielle Macedo  
Product creator, company founder



**Maizme Headquarters**  
1117 Regan Ct, Unit 103  
Davis, CA 95616

Recipient name  
Address/ Street  
City, State, Zipcode  
Email



week 4





## Market Strategies

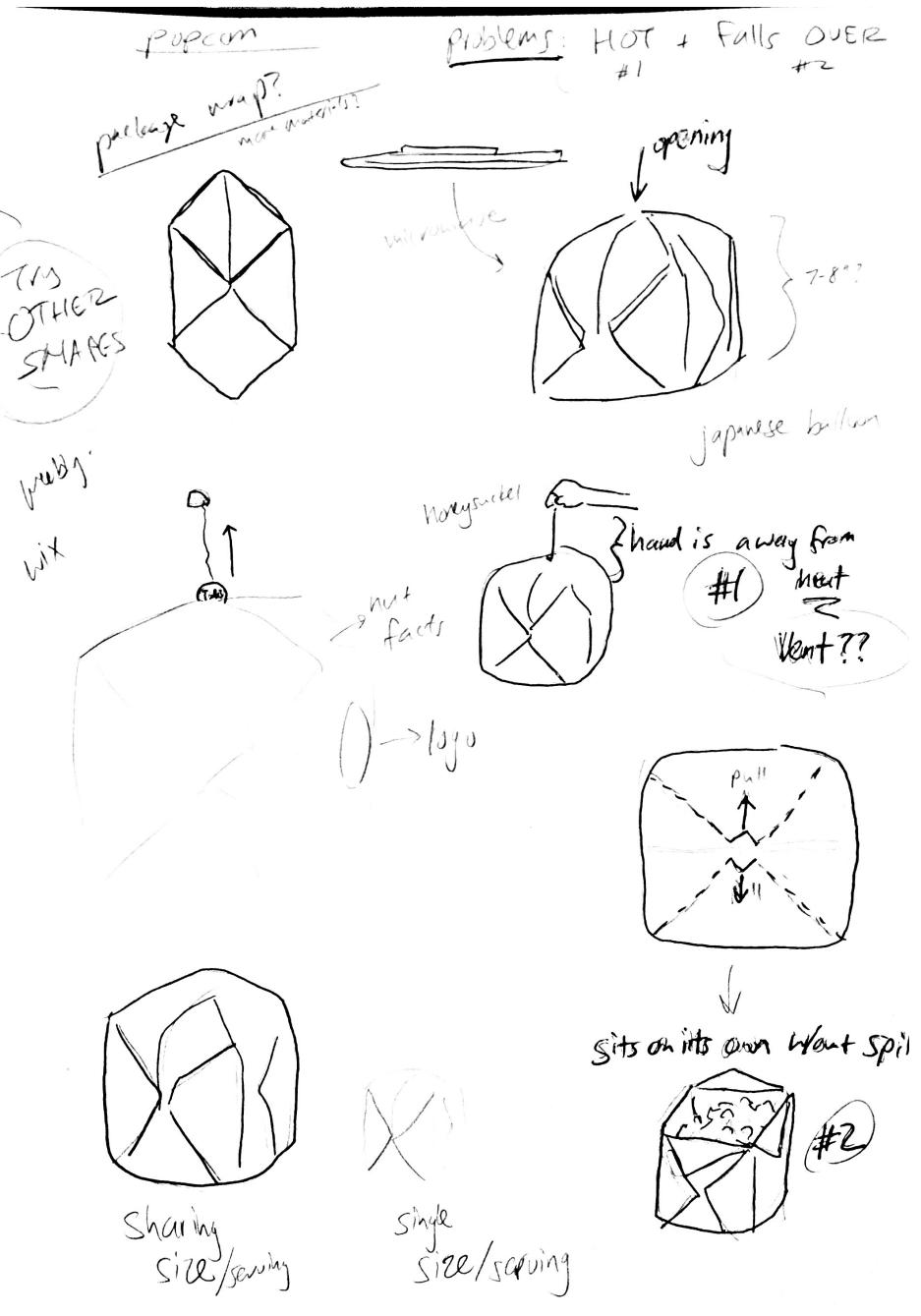
Billboards will be used for marketing designed to have the logo paired with a small phrase, "Delicious, easy, and healthy popcorn". Simple. Then apparel as well as tote bags would be a more fun and expressive way to promote the company. Of course there will be an online website to tell more about the company and share recipes with the audience. Stickers, like the one shown above, is another fun way to market for Maizme; these can be passed out at free sample booths or even included in the packaging itself.



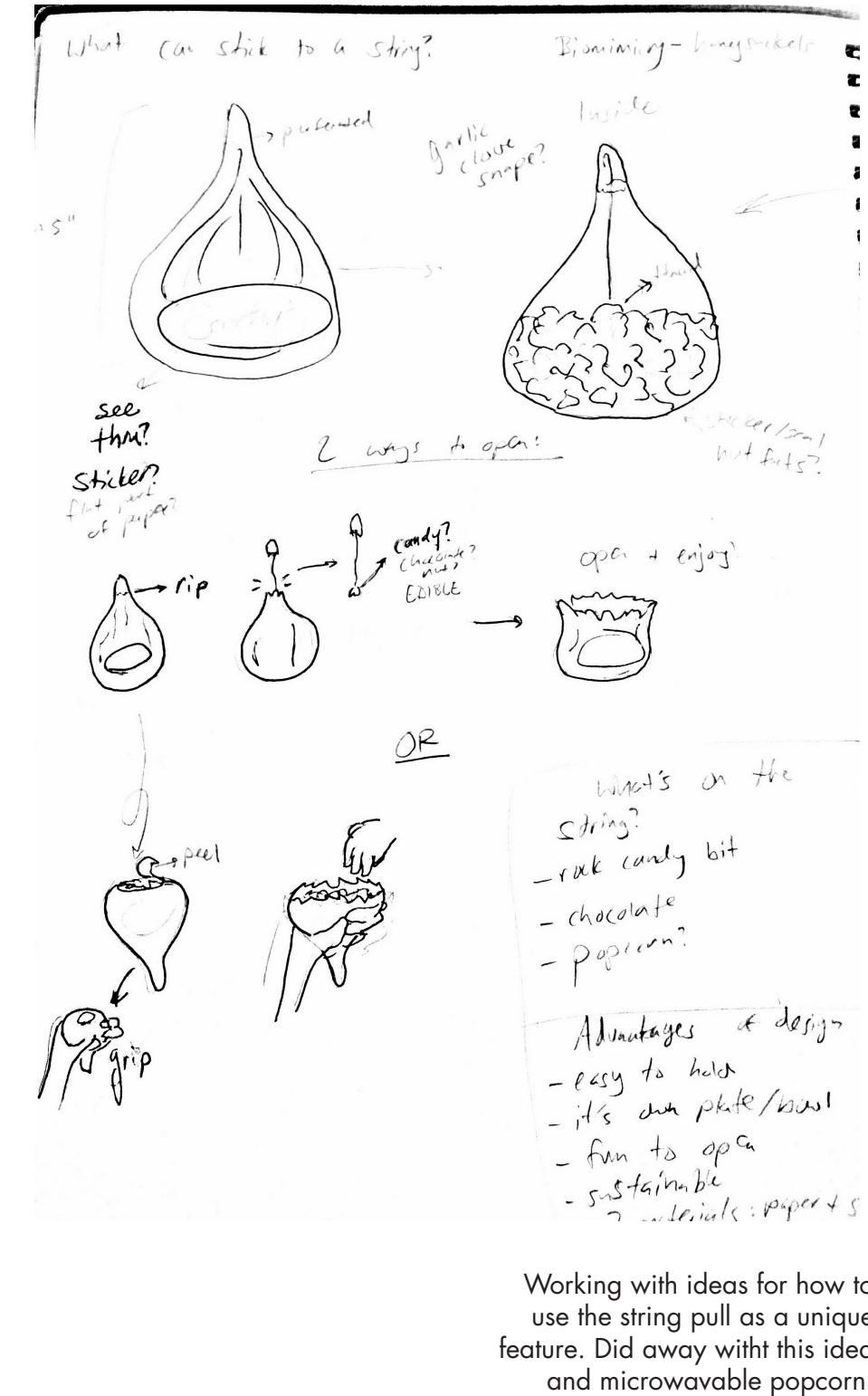
week 5

## Initial Sketches

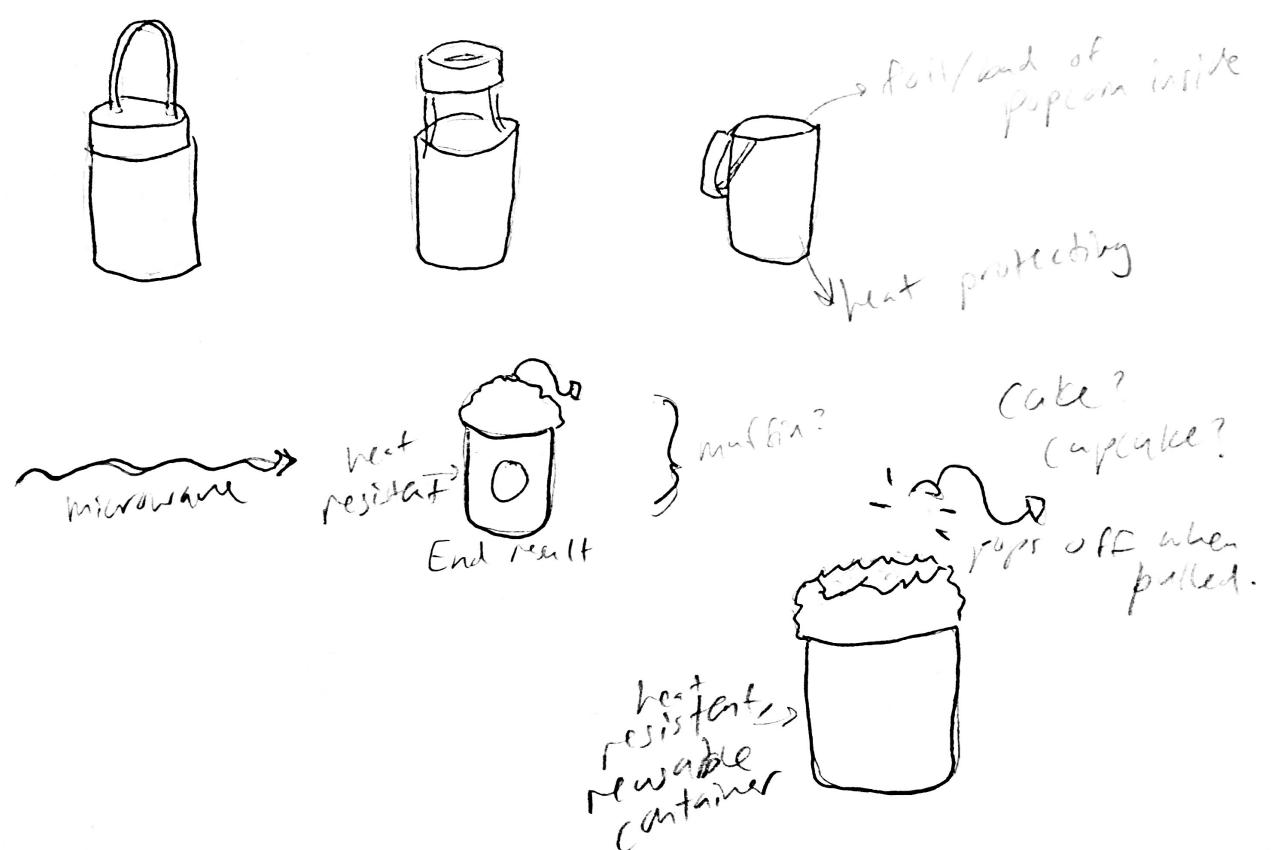
My original ideas were inspired by ways in which I could utilize paper folding for packaging. The first is a Japanese paper balloon which could expand when heated. I moved away from this idea and from microwavable popcorn to find a more interesting product and package design. I moved on to thinking how I could apply biomimicry from the honeysuckle flower. I knew I wanted to have a string pull function somewhere on the packaging, so I worked with that. I drew up different forms but settled on a simple cylindrical shape where the string could be pulled to distribute spices. The shape would serve as an appropriately sized bowl for eating out of after the popcorn was prepared.



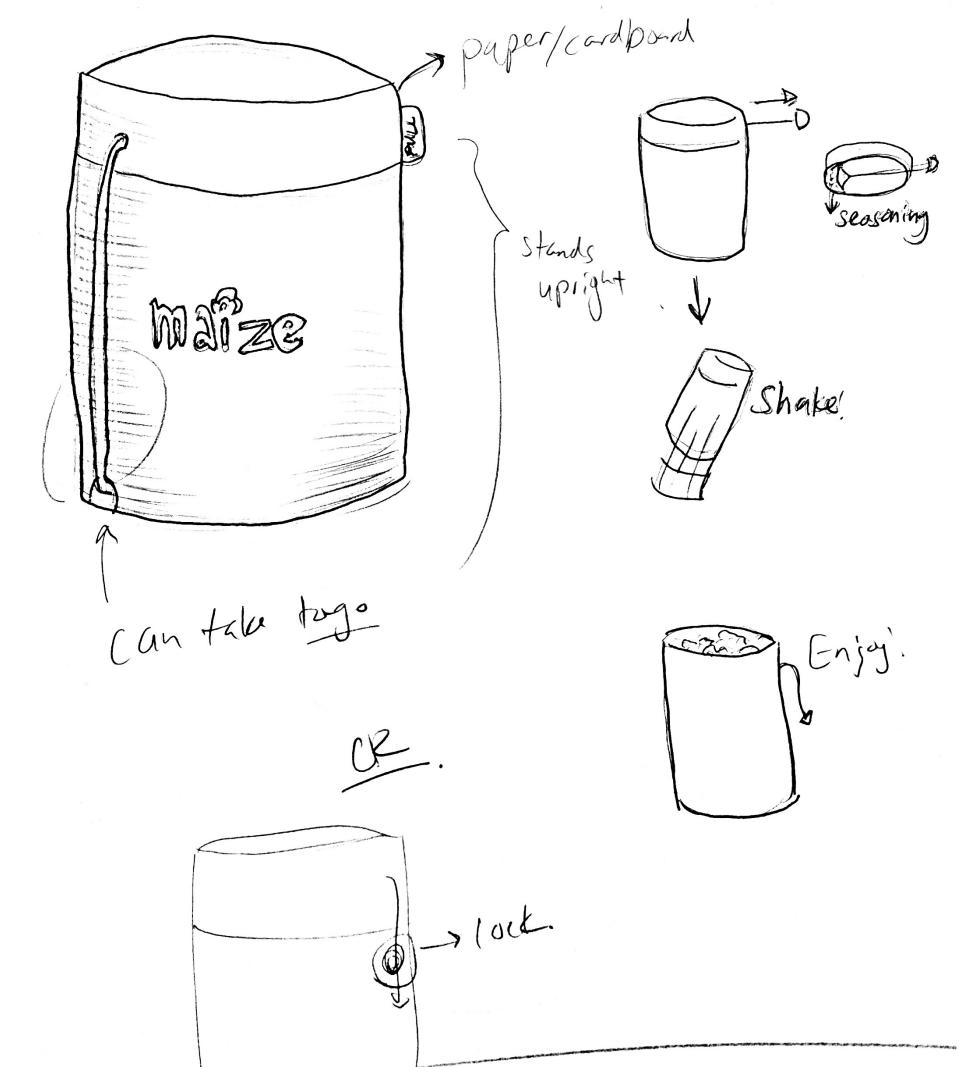
Paper box that can inflate and be torn open and sit on its own. But it's a box, needed something more interesting.



Working with ideas for how to use the string pull as a unique feature. Did away with this idea and microwavable popcorn.



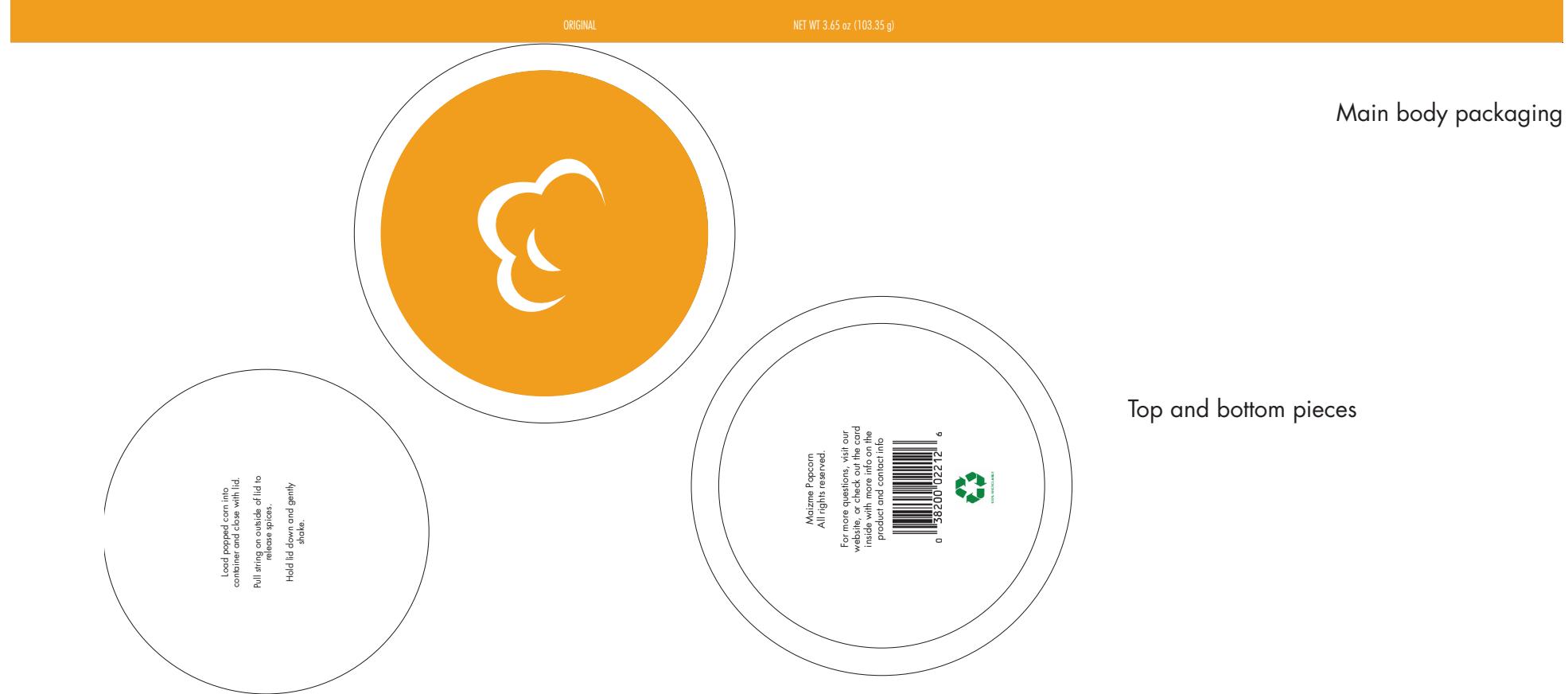
Developing a cylindar shape  
for the container. Experimenting  
with the string acting as a  
ventallation mechanism



This is a close sketch of my final product. The idea solidified into cooking the popcorn separately and then reload it to the container to distribute the spices.

## Labeling and Layout

There is one strip for the label with the logo and nutrition facts, one strip for the lid, and circular cut outs for the top and bottom and underside of the lid. Guidelines are shown for how the package will be folded. Strips will be cut out and connected with adhesive, while the circular shapes will enhance the rounded ness of the package and close off the open ends.



Main body packaging

Top and bottom pieces



## Assembly Process

For the assembly process, I used cardstock paper to represent a compostable material while remaining sturdy. I first measured the volume needed to hold a 1/3 cup of pop corn and made my dimensions from there. The circumference was measured to be 18" with a diameter of 5.73" and height of 6.026". I created the inner walls that would eventually be blocked at one end with a double cardstock layer for the bottom of the package. I then put the printed packaging over the inner walls and paste it down. I use similar tactics for the construction of the lid and make sure to fold over any inner walls to create a lip. I then put one more inner wall so the lid has something to grab onto. Lastly, the spices compartment will be loaded and sealed with glue and string attached: perfectly ready to be torn open when the time calls for it.



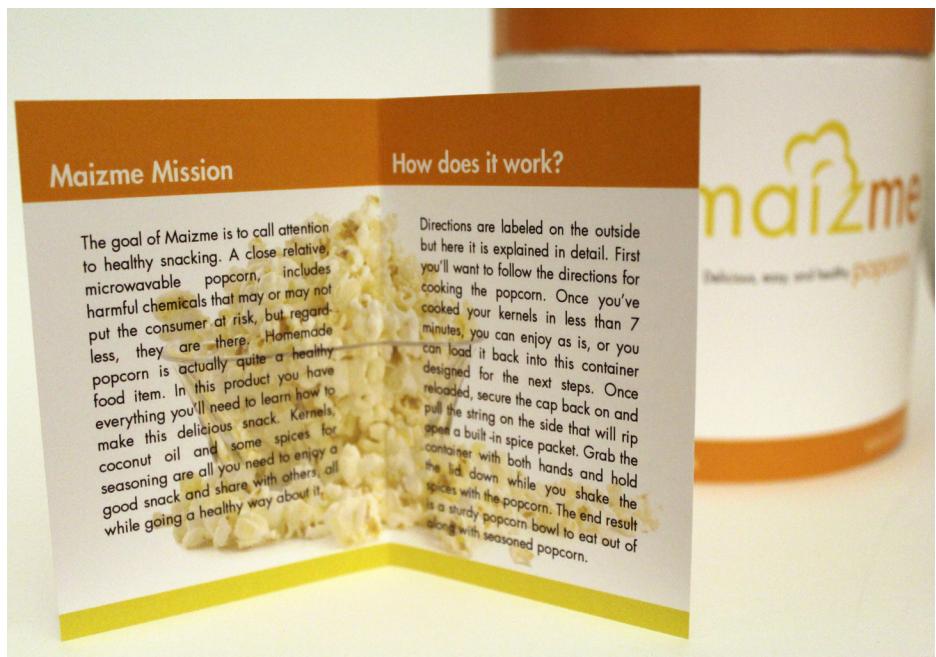
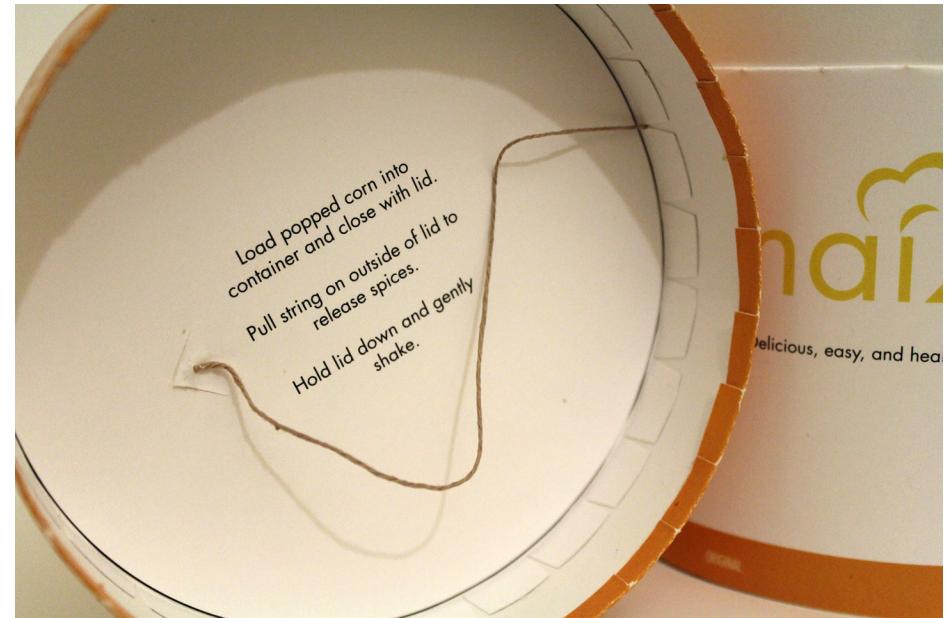
## Final Packaging

The final packaging is a bit taller than the original prototype, so when shaking, the consumer will have to grab the top and bottom with separate hands rather than together. Other than that, there is quite a bit of air space, but will be filled with the food product as well as a small pamphlet inside describing what the company is about.





The package comes with a small pamphlet inside describing why Maizme is a product and what it is trying to achieve and benefit for the consumer



The lid's string pull mechanism to release spices over the cooked popcorn. Directions are seen on the underside of the lid.





week 6



# Design Analysis

## Introduction

The purpose of the Maizme project is to get people to be aware of what they are eating. People pay for convenience at the price of eating unhealthy food. Maizme strives to make healthy snacking look fun and enjoyable while being in its most convenient form. The designer for this product was looking for a solution to bringing health, joy and convenience together as one.

## Methodology

In order to communicate that people are getting what they are paying for and more, there's a small blurb on the back of the packaging describing a mission statement resonating with the design problems as listed here. Also the packaging itself stands out, is interesting, and interactive; visually, people can see that they aren't buying something comparable to regular popcorn. Attracting passionate snackers is easy with the friendly and appetizing design of the packaging and branding. People that snack will immediately notice the uniqueness of the product and want to give it a try. Instilling conscientiousness into the buyer is far trickier. A person buying this product could buy it for the reasons in which it was created, or the buy for status, or they buy for one-time fun. Through the campaign of the packaging and website, and with all efforts listed so far, a designer can only hope their message gets through.

## Problem Statement

This product is for the aware and the unaware. For people that know microwavable popcorn is unhealthy, this is a convenient product for them to have the kernels, oil, seasoning and container in one product. For the people that are unaware or don't care about the truths of microwavable popcorn, this is a chance to bring the issue to light and also provide them the opportunity to make a change in their own lives.

## Evaluation

Data about the success of the product will be collected via record of sales. Surveys will be provided online for consumers to fill out if they have a strong opinion, good or bad, all feedback is welcome and necessary to improve the product. Booths will also be set up to provide free samples and introduce the public to the product, showing bystanders how to use the product and collecting intel about if they would purchase the product themselves. One other way to collect data is attaching a number to text to on the bottom to report their satisfaction with the product. Considering the world is in a fast paced digital era, this would be an appropriate evaluation method.

## Objectives

The idea of Maizme popcorn may come across as this higher class food product versus cheap microwavable popcorn, however the audience is benefiting much more than that. Though the potential price of this product may be higher than convenient microwavable popcorn, it could not be more convenient in any other form of its kind. The consumer will get healthy ingredients, a bowl that can be used to evenly distribute delicious spices mixes as well as a bowl for eating out of that is extremely stable, and compostable. The objectives are to communicate the product's worth, to attract people that are passionate snackers, and instill a conscientiousness in the consumer.

## Project Summary

After gathering much intel, we will know the truth about the quality of the product as well as the audience's willingness to change. With change, there is much potential; we live in a time where people are paying attention more, people are being more conscientious about many things and are directing attention to the things that are unfair or unjust. Through these efforts, it is highly likely that people will begin to notice they have been cheated in a way, and will begin to trust the brands that design with the consumer in mind. People will start to see that human centeredness, appreciate it once they notice it, and eventually demand it, as their "right" as a consumer.



end

