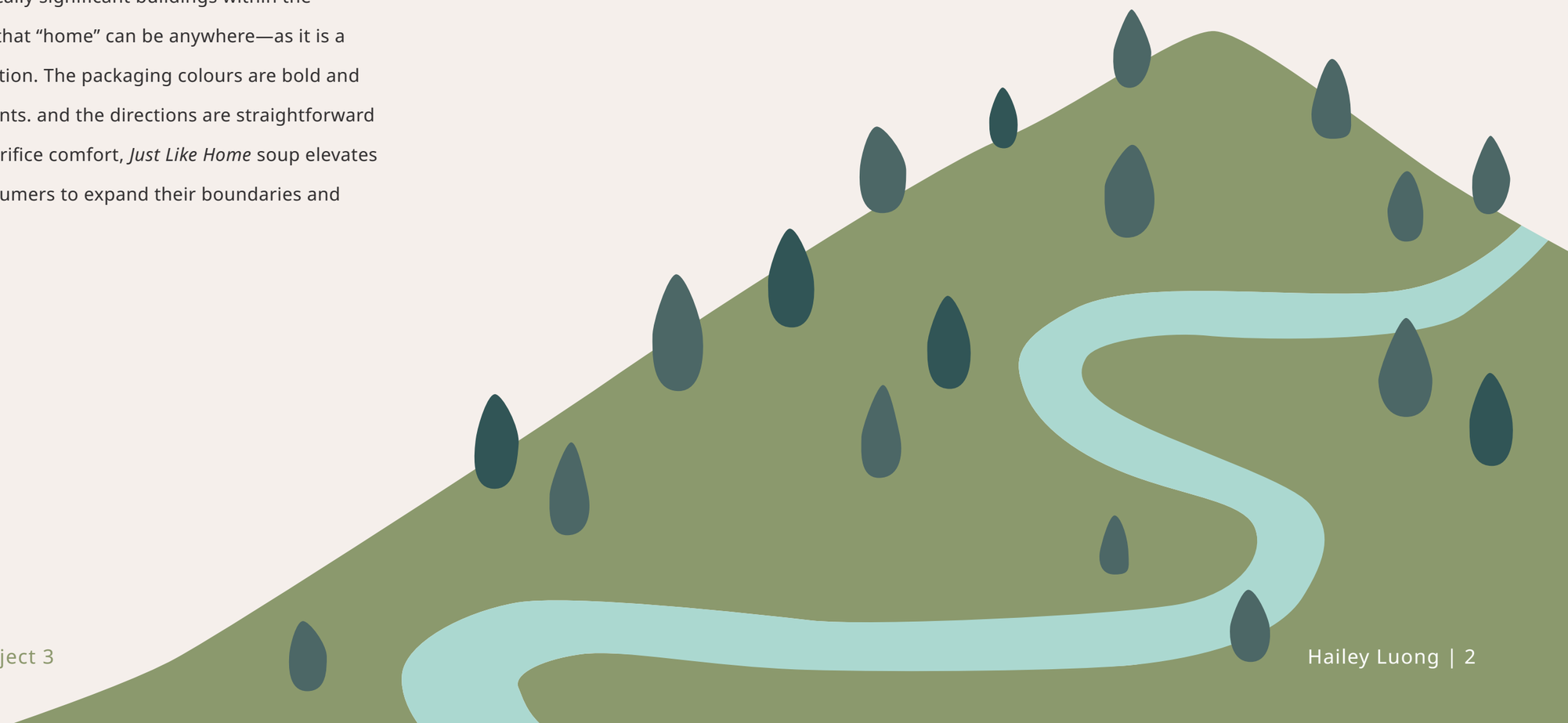
HAILEY LUONG

Just Like Home

Instant Soup Packets

Project Rationale

Featuring rich and unique flavours culturally inspired by countries across Asia (China, Thailand, and India), this project consists of three instant soup containers, each housing three single-serving packets. Around the globe, freshly brewed soup is universally regarded as comfort food and is often reminiscent of the familiar feeling of home. Contrarily, purchased for cooking convenience and efficiency, instant soup may not carry the same associations as its antecedent. *Just Like Home* soup aims to challenge this mindset by adding sophistication to the instant product while maintaining the ease of use it is recognized for. While considering the consoling nature of soup, these products have been created to introduce young adults with busy schedules to a few of the many vibrant flavours across the world. The visual designs reflect historically significant buildings within the flavour's respective country, indicating that "home" can be anywhere—as it is a feeling, rather than a geographical location. The packaging colours are bold and warm to complement the interior contents. and the directions are straightforward for simple usage. Without having to sacrifice comfort, *Just Like Home* soup elevates an everyday product to encourage consumers to expand their boundaries and treat their tastebuds.



Week 3

Product & Basic Concept Ideation

To better understand the product for which the design is being created for, I researched instant soup and soup as a whole. I noticed that it is commonly described as a comfort food.

Key word(s)

Com•fort food

/ kəmfərt food/

noun

food that provides **consolation or a feeling of well-being**, typically any with a high sugar or other carbohydrate content and associated with **childhood or home cooking.**

Significance

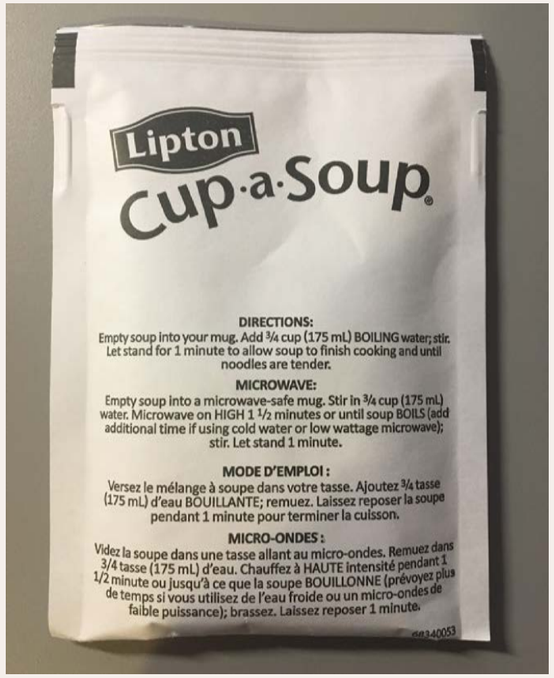
Soup

- Soup is considered a comfort food, suitable for any weather
- Exists in every part of the world, with different variations

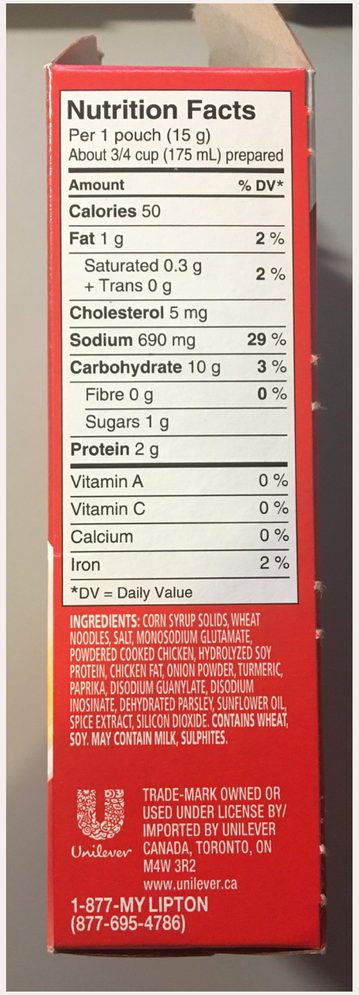
Instant Dried Soup

- Quick & convenient
- Affordable
- Versatile
- Long shelf life
- Due to the concentrates, they are nutritious and enhanced with flavour
- Easy to carry (inspired by pocket soup, which is reduced to gelatinous textures)
- Growing market

Lipton Cup-a-Soup: Packet Panels



Lipton Cup-a-Soup: Exterior Box Panels



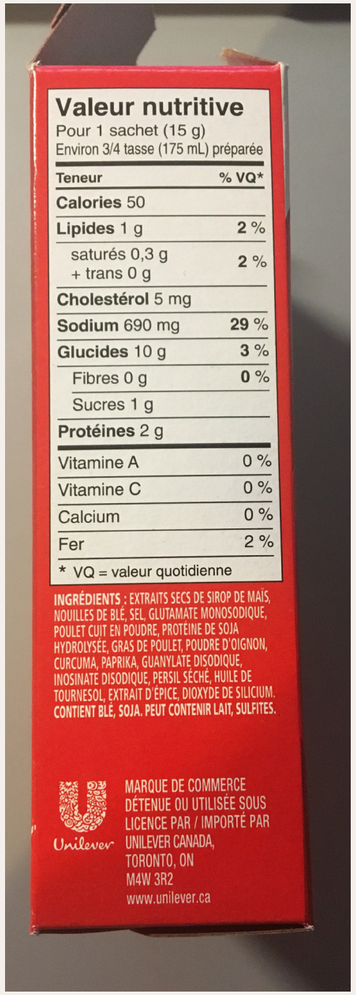
Nutrition Facts
Per 1 pouch (15 g)
About 3/4 cup (175 mL) prepared

Amount	% DV*
Calories 50	
Fat 1 g	**2** %
Saturated 0.3 g + Trans 0 g	**2** %
Cholesterol 5 mg	
Sodium 690 mg	**29** %
Carbohydrate 10 g	**3** %
Fibre 0 g	**0** %
Sugars 1 g	
Protein 2 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	2 %

*DV = Daily Value

INGREDIENTS: CORN SYRUP SOLIDS, WHEAT NOODLES, SALT, MONOSODIUM GLUTAMATE, POWDERED COOKED CHICKEN, HYDROLYZED SOY PROTEIN, CHICKEN FAT, ONION POWDER, TURMERIC, PAPRIKA, DISODIUM GUANYLATE, DISODIUM INOSINATE, DEHYDRATED PARSLEY, SUNFLOWER OIL, SPICE EXTRACT, SILICON DIOXIDE. **CONTAINS WHEAT, SOY. MAY CONTAIN MILK, SULPHITES.**

Unilever
TRADE-MARK OWNED OR USED UNDER LICENSE BY/ IMPORTED BY UNILEVER CANADA, TORONTO, ON M4W 3R2
www.unilever.ca
1-877-MY LIPTON
(877-695-4786)



Valeur nutritive
Pour 1 sachet (15 g)
Environ 3/4 tasse (175 mL) préparée

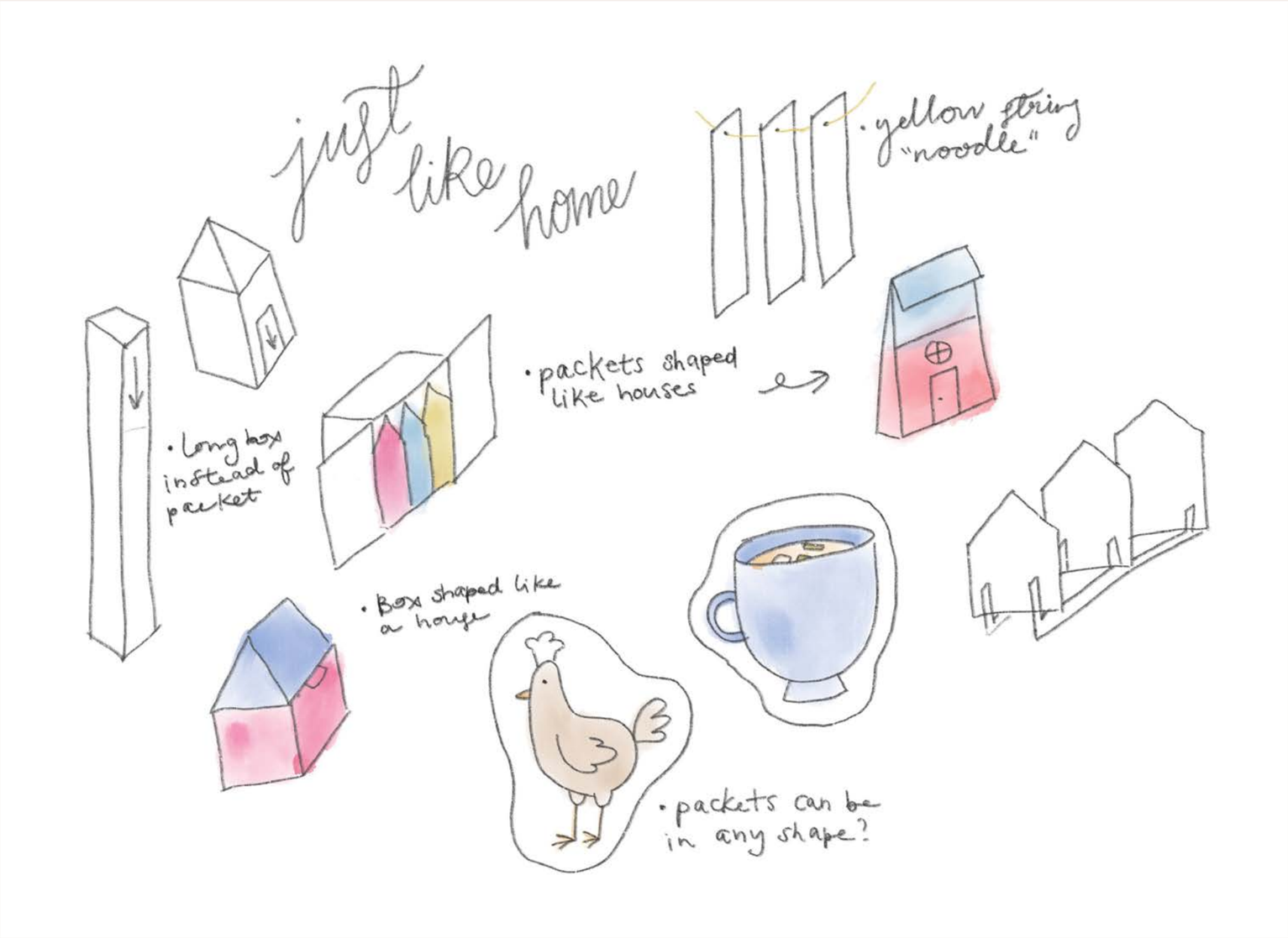
Teneur	% VQ*
Calories 50	
Lipides 1 g	**2** %
saturés 0,3 g + trans 0 g	**2** %
Cholestérol 5 mg	
Sodium 690 mg	**29** %
Glucides 10 g	**3** %
Fibres 0 g	**0** %
Sucres 1 g	
Protéines 2 g	
Vitamine A	0 %
Vitamine C	0 %
Calcium	0 %
Fer	2 %

* VQ = valeur quotidienne

INGRÉDIENTS : EXTRAITS SECS DE SIROP DE MAÏS, NOUILLES DE BLÉ, SEL, GLUTAMATE MONOSODIQUE, POULET CUIT EN POUDRE, PROTÉINE DE SOJA HYDROLYSÉE, GRAS DE POULET, POUDRE D'OIGNON, CURCUMA, PAPRIKA, GUANYLATE DISODIQUE, INOSINATE DISODIQUE, PERSIL SÉCHÉ, HUILE DE TOURNESOL, EXTRAIT D'ÉPICE, DIOXYDE DE SILICIUM. **CONTIENT BLÉ, SOJA. PEUT CONTENIR LAIT, SULFITES.**

Unilever
MARQUE DE COMMERCE DÉTENUE OU UTILISÉE SOUS LICENCE PAR / IMPORTÉ PAR UNILEVER CANADA, TORONTO, ON M4W 3R2
www.unilever.ca

Taking the research and qualities of the product into consideration, I solidified a general direction for the package design project.



Concept

Tastes Like Home Cup Soup

- One large container holds **twelve boxes of instant soup powder**, each one equal to one serving.
- Every flavour has its own design inspired by the country of origin.
- Market towards **post-secondary students** or other **young adults living away from home**.
- The idea of "home" is reflected in the illustrations, presented as **houses that are inspired by a location**.

Week 4

Research & Further Concept Ideation

I began by researching the original Lipton Cup-a-Soup product and competitors. I made note of the product descriptions, highlighted features, cooking directions and flavours. The soup types inspired by different countries were bolded for reference to be narrowed down later on in the design process.

Lipton Cup-a-Soup

Description of chicken noodle soup:
"A soul-restoring combo of chicken and veggie flavors, with the satisfying texture of curly, swirly noodles."

- Sustainably sourced materials
- Flavours: Chicken Noodle, Cream of Chicken and Spring Vegetable.

Knorr Quick Soup

Description: "Enjoy Knorr Quick Soups in minutes, where and when you want. Our soups are easy to prepare and offer a convenient meal or snack."

- Free from MSG, artificial flavours and artificial preservatives
- Made with sustainably grown vegetables
- Directions: Simply pop the kettle on, pour boiling water over a flavoursome instant soup mix and enjoy a hot meal in moments.
- Flavours: Chicken with Noodles, Cream of Vegetable with Croutons, Cream of Potato & Leek, Golden Vegetable, **French Canadian Pea**, Chicken & Vegetable, and Tomato.

Continental Cup a Soup

Description of chicken noodle soup:
"A soul-restoring combo of chicken and veggie flavors, with the satisfying texture of curly, swirly noodles."

- Sustainably sourced materials
- Directions: Empty contents of one sachet into a 250mL mug. Fill with boiling water and stir continuously for 15-20 seconds.
- Flavours: Chicken, Vegetable and Beef, Home-style Mushroom, **Thai Red Curry**, Pea and Ham, Tasty Tomato, Creamy Garden Vegetable, **Italian Minestrone**, Asian Laksa, Classic Spring Vegetable, Creamy Potato and Bacon with Croutons, **French Onion**, **Chinese Chicken and Corn**, **Dutch Curry with Rice**, and many more.

Ainsley Harriot Cup Soup

Description: "Our tasty cup soup flavours are inspired by recipes from all over the world. If you're looking for a tasty, satisfying snack or a light lunch #GrabAnAinsley!"

- Directions: Empty the content of one sachet into a cup or mug. Add 200 ml of boiling water and stir well. Leave to stand for 1 minute.
- Flavours: Szechuan Hot & Sour, Cream of Wild Mushroom, Broccoli & Stilton, **Middle Eastern Spicy Lentil**, **Caribbean Butternut Squash**, **Mexican Spicy Chilli**, **Goan Spiced Chicken**, Italian Minestrone, Aromatic Thai Chicken & Lemongress, **Scottish Chicken & Leek**, **East Indian Mulligatawny**, New England Vegetable Chowder.

Unox Cup a Soup

Description: "Could you use a pick-me-up? With Cup-a-Soup from Unox you always have a quick and easily digestible snack. And with all the flavors and variety, never a boring mug [auto-translated from Dutch]."

- No artificial colors, preservatives or added flavor enhancers
- Directions: Step 1: Put the contents of the bag in your favorite mug Step 2: Pour in 175 ml of boiling water, stir and wait 1 minute Step 3: Ready. steady. Enjoy!
- Flavours: Chicken, Cream of Mushroom, Tomato, **Chinese Chicken**, **Koninginnensoep** (Queen's Soup), Cream of Leek, Vietnamese Noodle Soup.

Heinz Cup Soup

Description: "Nothing says home like a warming bowlful of Heinz soup. Bursting with rich, satisfying flavour, it's no wonder that these soups have earned a special place in our hearts as well as our kitchen cupboards."

- No artifical colours or preservatives
- Low in fat and no added MSG
- Directions: Empty a sachet into a mug. Add 230ml of boiling water. Stir well & wait 2 mins. Sit back, relax and enjoy!
- Flavours: Cream of Tomato, Vegetable, Cream of Tomato with a Kick of Chilli, Cream of Chicken, Cream of Mushroom, Cream of Tomato with a Hint of Basil, Minestrone, and Oxtail.

Batchelors Cup a Soup

Description: "Originally founded in 1895, Batchelors began making dried soups in 1949 and introduced the Cup a Soup products in 1972. Our traditional Cup a Soup has been a favourite for years, and it is still as satisfying as it always has been."

- No artificial flavours or colors, low in fat
- Directions: Empty a sachet into a cup. Add 230ml of boiling water. Stir well, wait a few moments. Sit back and enjoy...
- Flavours: Tomato, Minestrone, Chicken, Cream of Vegetable, Garden Vegetable, Sun-dried Tomato, Roast Chicken, Thai Chicken & Lemongrass, and Szechuan Hot & Sour.

Wind & Willow Soup Mixes

Description: "Ideal for camping, the office, college kids in the dorm, or for anyone who wants to cozy up with a warm cup of soup on a chilly night."

- Directions: Pour in a mug, add boiling water, stir and cover for 2 minutes. Enjoy!
- Flavours: Broccoli Cheddar, Grilled Cheese & Tomato, Homestyle Potato, Tortilla con Queso, Baked Potato, Chicken Noodle, and Roasted Corn Chowder.

To complement the idea behind the product, the packaging aesthetics and execution also need to be taken into consideration.

Exterior Packaging

From the package examples, these are the contents that are generally included on the exterior container:

- Front: Brand name and/or logo, flavour, other main ingredients (if applicable), serving size, number of packets, and highlighted nutritional facts (optional).
- Sides, back, and bottom: Full nutritional facts, ingredients, barcode, company information, directions (could be made into an infographic)

Illustrations will be created for individual flavour packets based on the cultural research. All containers will fit into one larger box and holes can be cut out for the windows.

Second Life

After consuming the product, it is essential to consider the possibilities of usage for the package. The miniature houses may be refillable to save on future material, cleaned and transformed into children's toys, or serve as hummingbird houses.

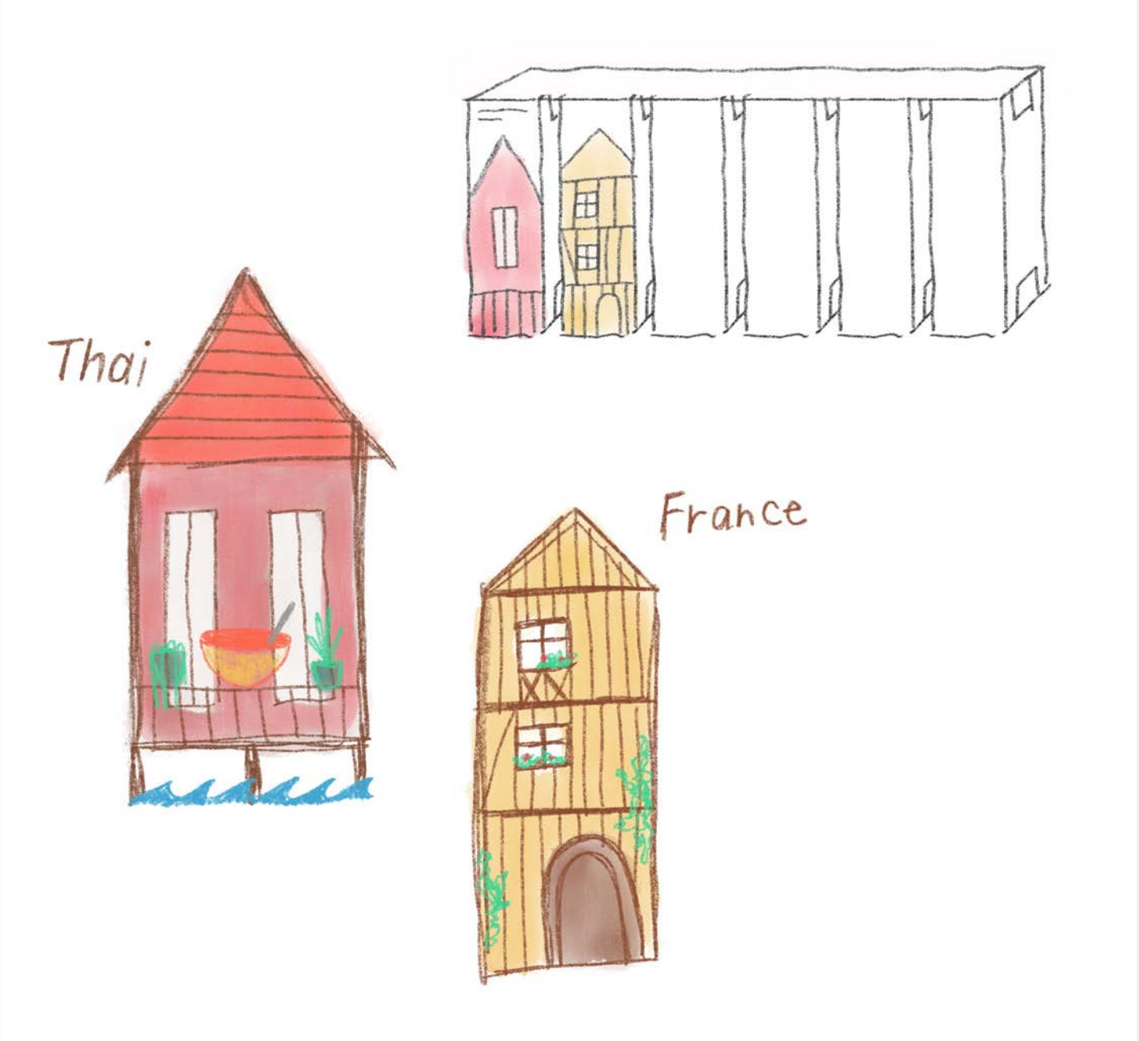
12 Soup Mixes

Narrowing down from the various options offered by the researched brands (shown in the following pages), twelve mixes were chosen for a selection inspired by flavours around the world.

It was recommended to produce two sets of three, each with a different theme organized them by continent: with Asian flavours drawing from Thailand, China, and India (marked with *) and European flavours from Italy, France, and Scotland (marked with **).

1. Chinese Chicken & Corn *
2. Mexican Spicy Chilli
3. Thai Red Curry *
4. Italian Minestrone **
5. French Onion **
6. Szechuan Hot & Sour
7. Dutch Curry with Rice
8. Middle Eastern Spicy Lentil
9. Carribean Butternut Squash
10. Indian Mulligatawny *
11. Scottish Chicken & Leek **
12. New England Vegetable Chowder

Later, I had decided to solely focus on the three Asian countries, designing one large container and three smaller ones for each flavour.



This basic illustration features a Traditional House from Thailand and Half-Timbered House from France (these are explained more in depth later on in the booklet). One container holds the individual packets together, leaving a gap in between them.

Later, I had decided to solely focus on the three Asian countries, designing one large container and three smaller ones for each flavour.

3 Soup Mixes

1. Thai Red Curry
2. Indian Mulligatawny
3. Chinese Egg Drop

I wanted to choose a set that featured a variety of ingredients and cultural backgrounds.

Thai Red Curry

https://www.thespruceeats.com/thai-red-curry-with-chicken-recipe-3217262

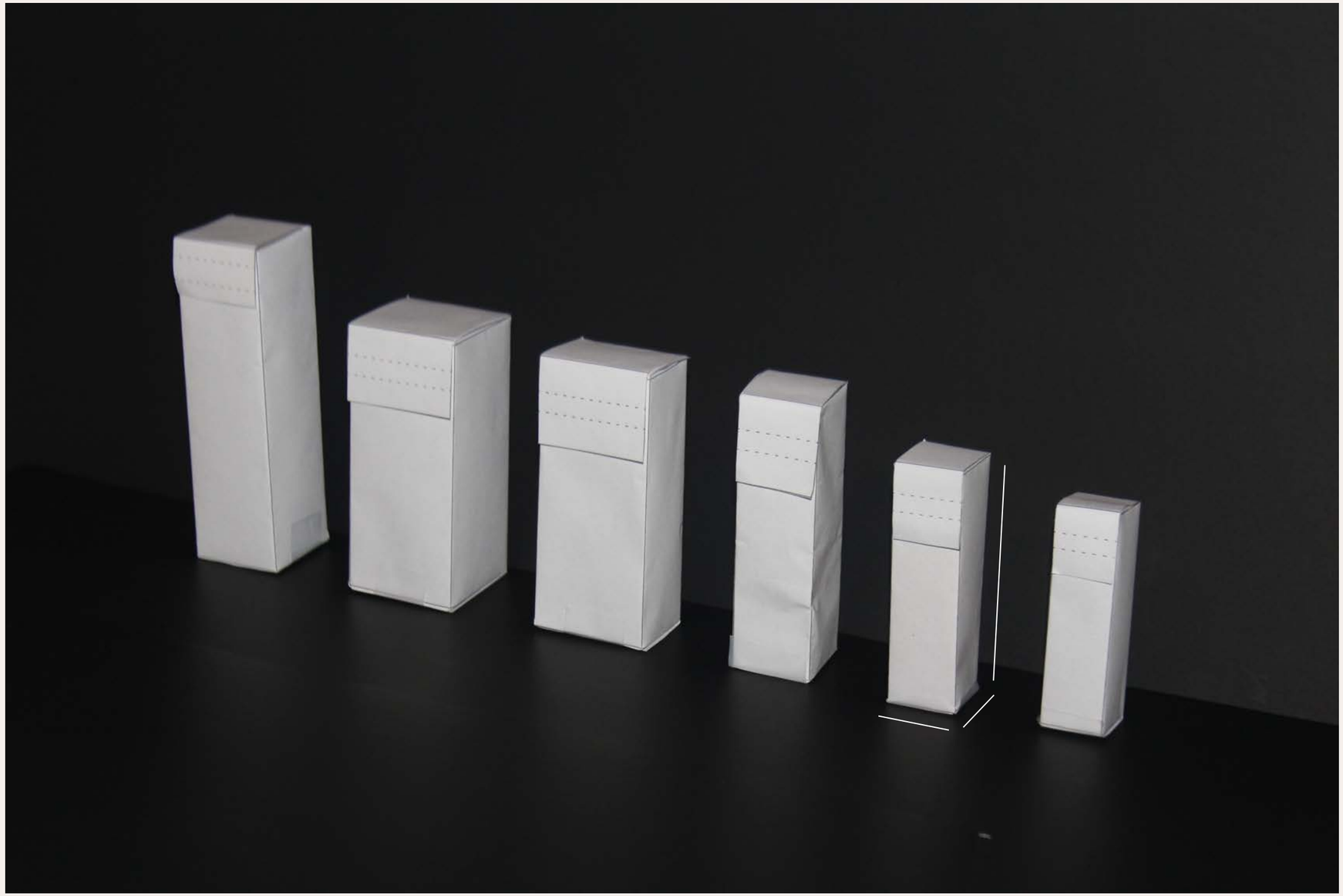
Indian Mulligatawny

https://thewanderlustkitchen.com/indian-mulligatawny-soup/

Chinese Egg Drop

https://theforkedspoon.com/egg-drop-soup-recipe/

Through a trial-and-error process, I determined the optimal dimensions for each packet. The final container is large enough to fit all of the contents, leaving around 1 centimetre of space at the top, so the consumer can open the box without making a mess.



Sizing 2.2cm L × 2.2cm W × 7.6cm H 15g per serving

As the project idea largely centres around showcasing various cultures, I looked into traditional housing for different countries. Although each example may not necessarily be representative of the majority of structures within the respective country, they are all culturally and historically significant.

Thailand (ประเทศไทย)

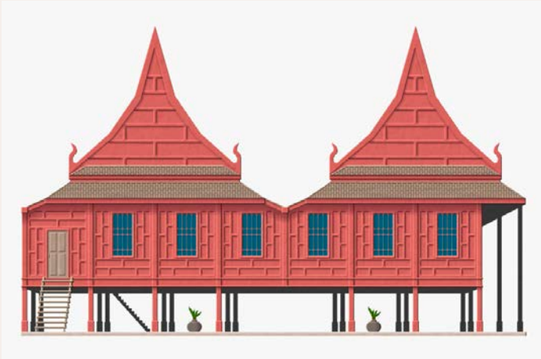
Traditional Thai house (เรือนไทย):

- Constructed of bamboo & wood, without the use of metal materials
- Raised on stilts
- High gable roof that has a space for cooking smoke to flow out
- Large terrace outside of the house

https://absoluteplace.wordpress.com/2010/07/11/thai-traditional-house/

https://www.pinterest.ca/sponancy/thai-house/

https://en.wikipedia.org/wiki/Traditional_Thai_house



https://www.kindpng.com/imgv/Thhohbb_thumb-image-traditional-thai-house-png-transparent-png/

https://www.art.com/products/p611402825-sa-i4040708/sassoon-sybil-traditional-thai-house-on-stilts-above-the-river-in-bangkok-thailand-southeast-asia.htm

India (भारत)

Indian Traditional Homes (भारतीय पारंपरकि घर):

- Live as joint families
- Inner courtyard act as family areas, places for children to play, and relaxation spots
- Pillared verandah in front of the house
- Houses sit on raised platforms
- Include Earthy tones and raw materials
- Intricate carved doors

https://www.houseey.com/blog/a-look-into-south-indian-traditional-homes-and-interior-decor/

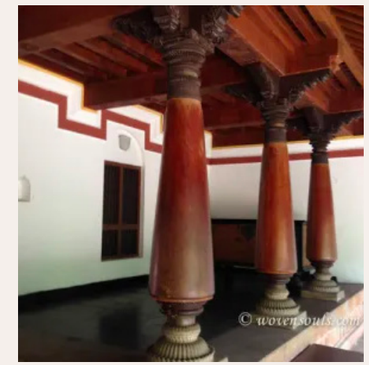
https://i.ytimg.com/vi/qK2FvdKyUIA/maxresdefault.jpg

https://i.ytimg.com/vi/qK2FvdKyUIA/maxresdefault.jpg

https://www.re-thinkingthefuture.com/travel-and-architecture/a2551-places-to-visit-in-chennai-for-the-travelling-architect/

https://housing.com/news/south-indian-traditional-house-decor/

https://i.ytimg.com/vi/qK2FvdKyUIA/maxresdefault.jpg

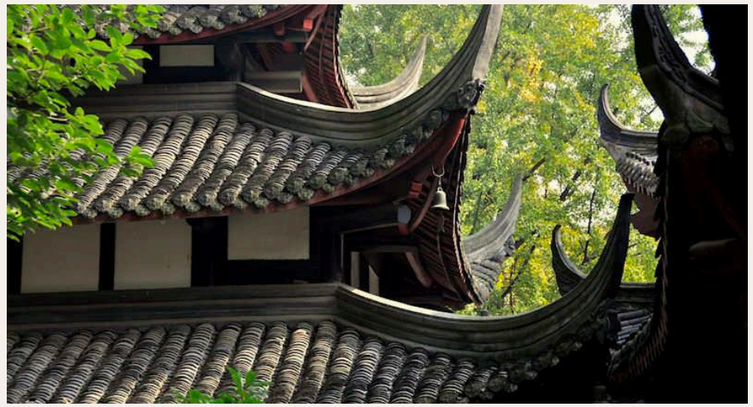


https://wovensouls.org/2014/01/15/traditional-architecture-art-in-the-houses-of-south-india/

China (中國)

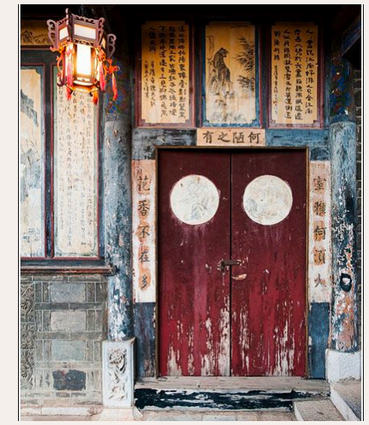
Siheyuan (四合院):

- Courtyard houses
- Signify wealth & prosperity
- Made of four houses
- Constructed with consideration to the five elements (water, wood, fire, earth, and metal)
- House an extended family (often, it is three generations)
- White base, red pillars, blue eaves



https://www.chinasage.info/architecture.htm#

pinterest.ca/friendlyliu/chinese-building/



https://www.pinterest.ca/pin/350295677243196517/

https://www.pinterest.ca/pin/291115563384227306/

http://www.cits.net/china-travel-guide/top-6-folk-house-styles-in-china.html

https://www.stocksy.com/1255605/traditional-residential-house-door-with-red-lanterns-hanging-on-eaves

https://wallpaperaccess.com/china-house

https://www.pinterest.ca/pin/340795896797228923/

Week 5

Illustrations for interior & exterior packaging

Adaptive and highly legible, Noto Sans was chosen for its ability to suit a project focusing on a broad range of countries. Described as a typeface of the world, the font family comprises of over 100 different fonts in over 1,000 languages.

Noto Sans was also developed with accessibility in mind and the font project aims to preserve endangered, and even dead languages.

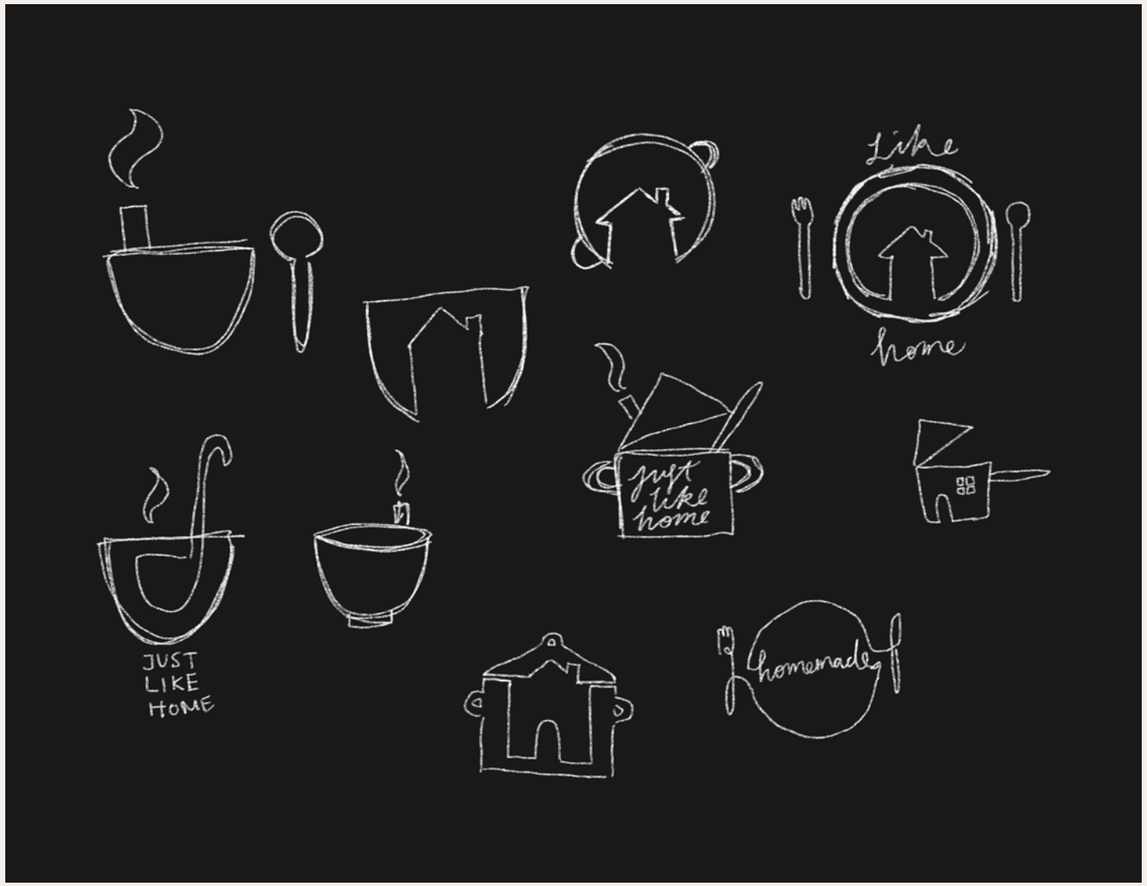
Due to the numerous fonts that accommodate varying languages, Noto Sans is describes as a “typeface for the world” by Google Fonts.

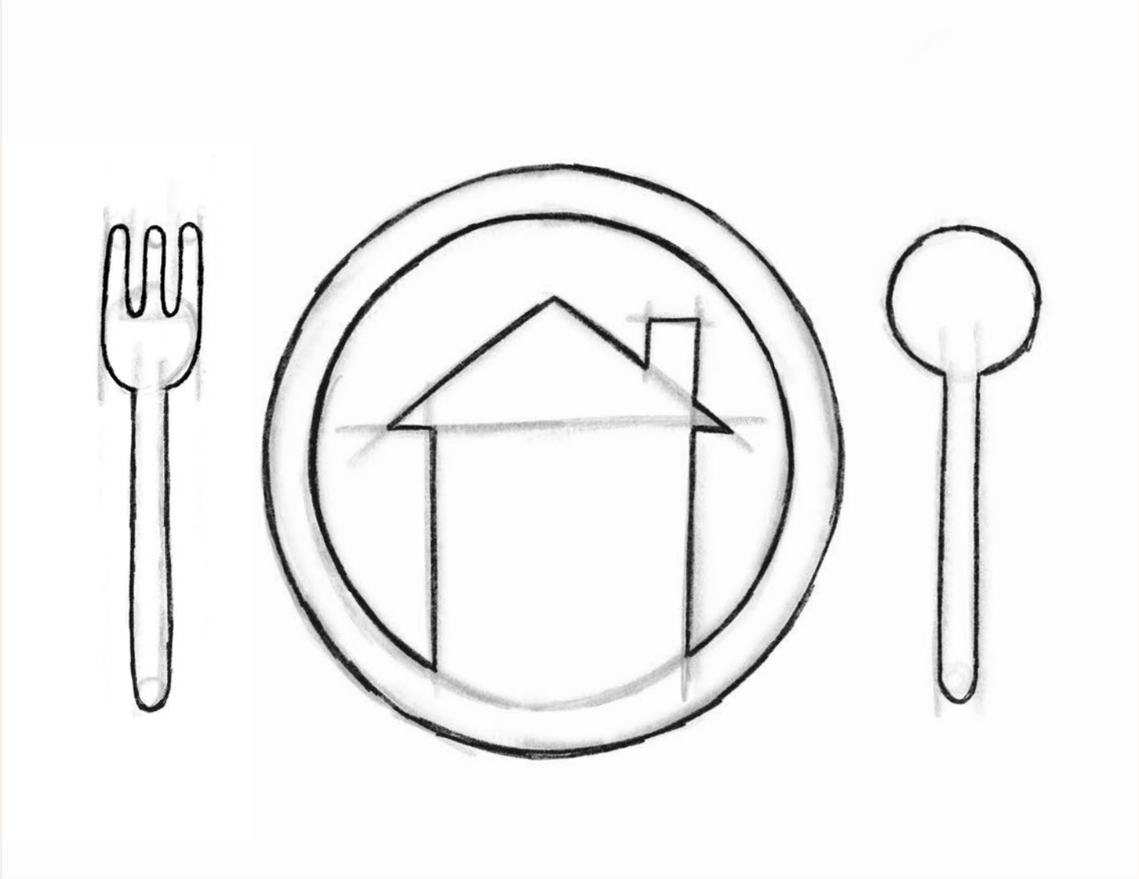
Source: https://fonts.google.com/noto

LIKE
HOME
HOME
HOME
HOME
LIKE
HOME
HOME
LIKE
HOME
JUST LIKE
HOME
JUST LIKE
HOME
Like
home
HOME
JUST
LIKE
HOME
JUST
LIKE
HOME
HOME
like
homes

BRANDING: COMPANY & LOGO

Various ideas were sketched out, all aiming to be reminiscent of the product and concept. The final logo combines a house with a dish, paired with a spoon and fork for easy recognition.



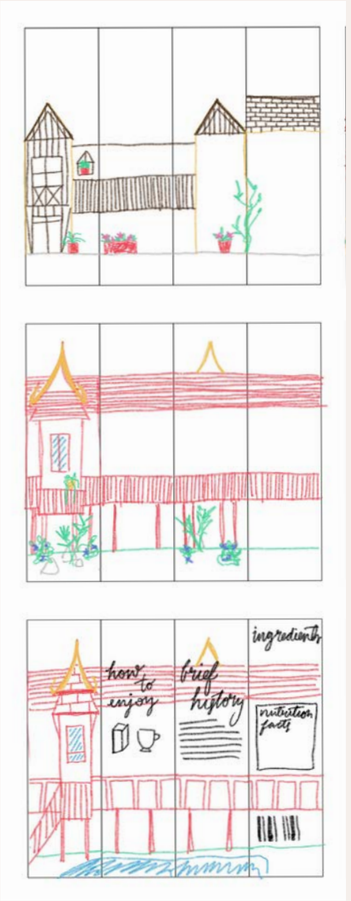


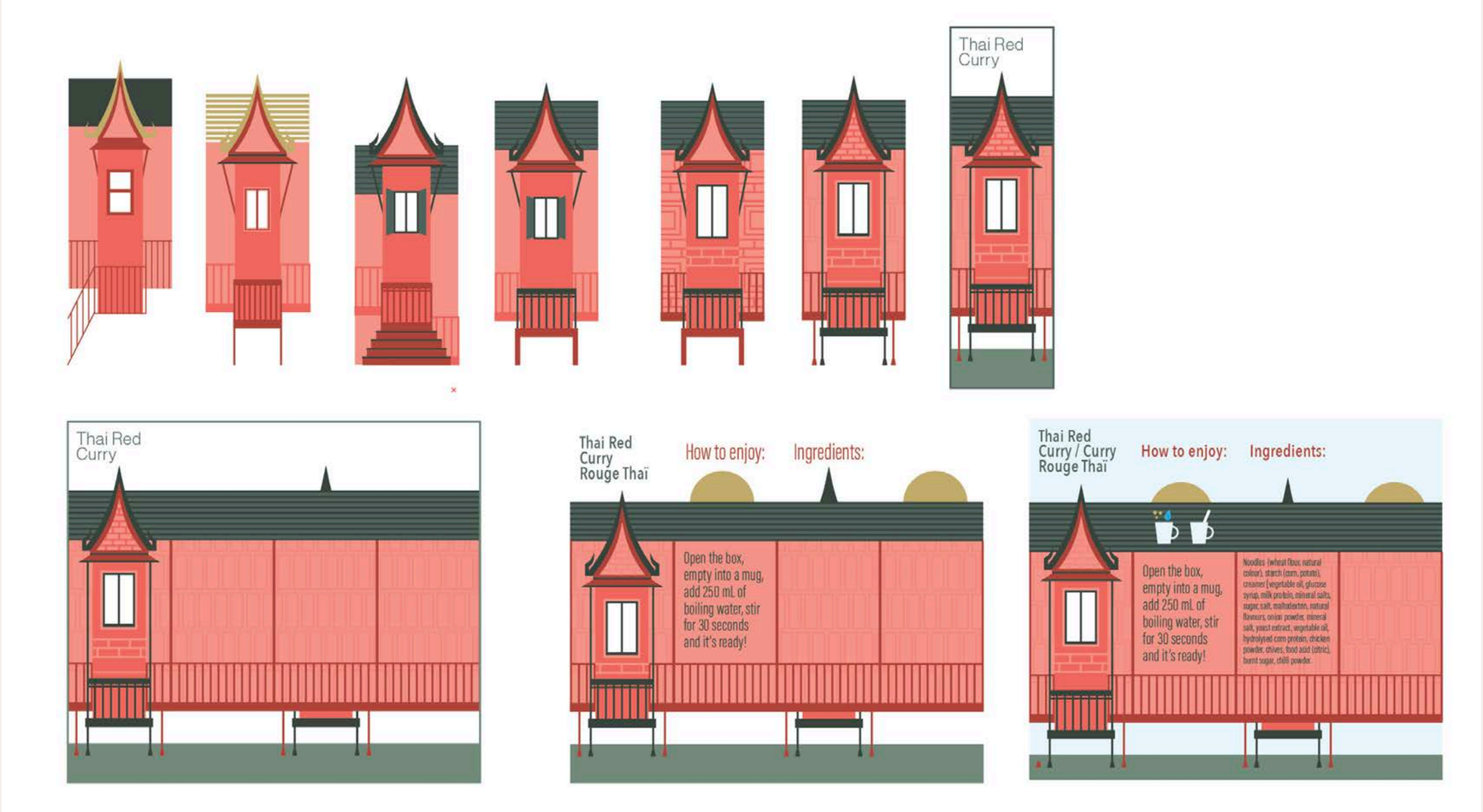
BRANDING: COMPANY & LOGO

Greyscale versions of two logos variations were created and a series of colour schemes were explored. I decided that the colours could match each packet and that the first logo would be more familiar to viewers.

DESIGN: INDIVIDUAL PACKETS

Following the dimensions that were determined as optimal, a template was created with a small opening to easily pour out the contents.



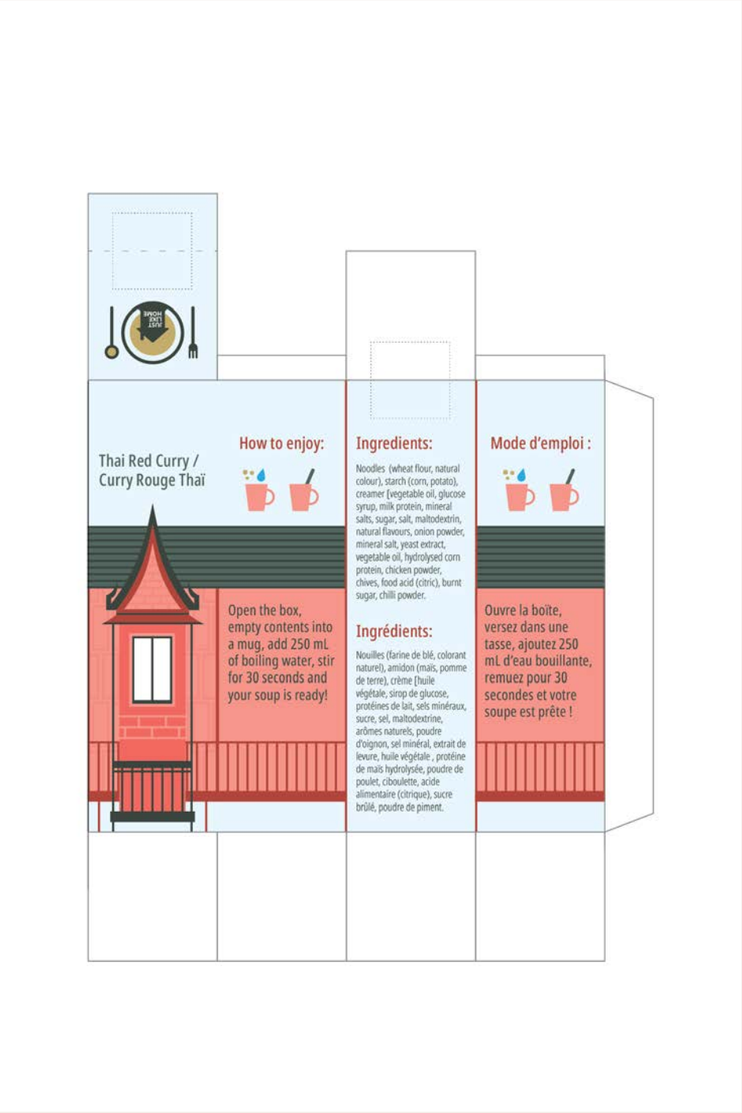


I experimented to create a design that resembled the researched building and could be recognized at a smaller scale. I included different types of patterns, such as bricks and line roofs to represent shingles. I also began to add the directions and ingredients for the product.

DESIGN: INDIVIDUAL PACKETS

Thailand (ประเทศไทย)

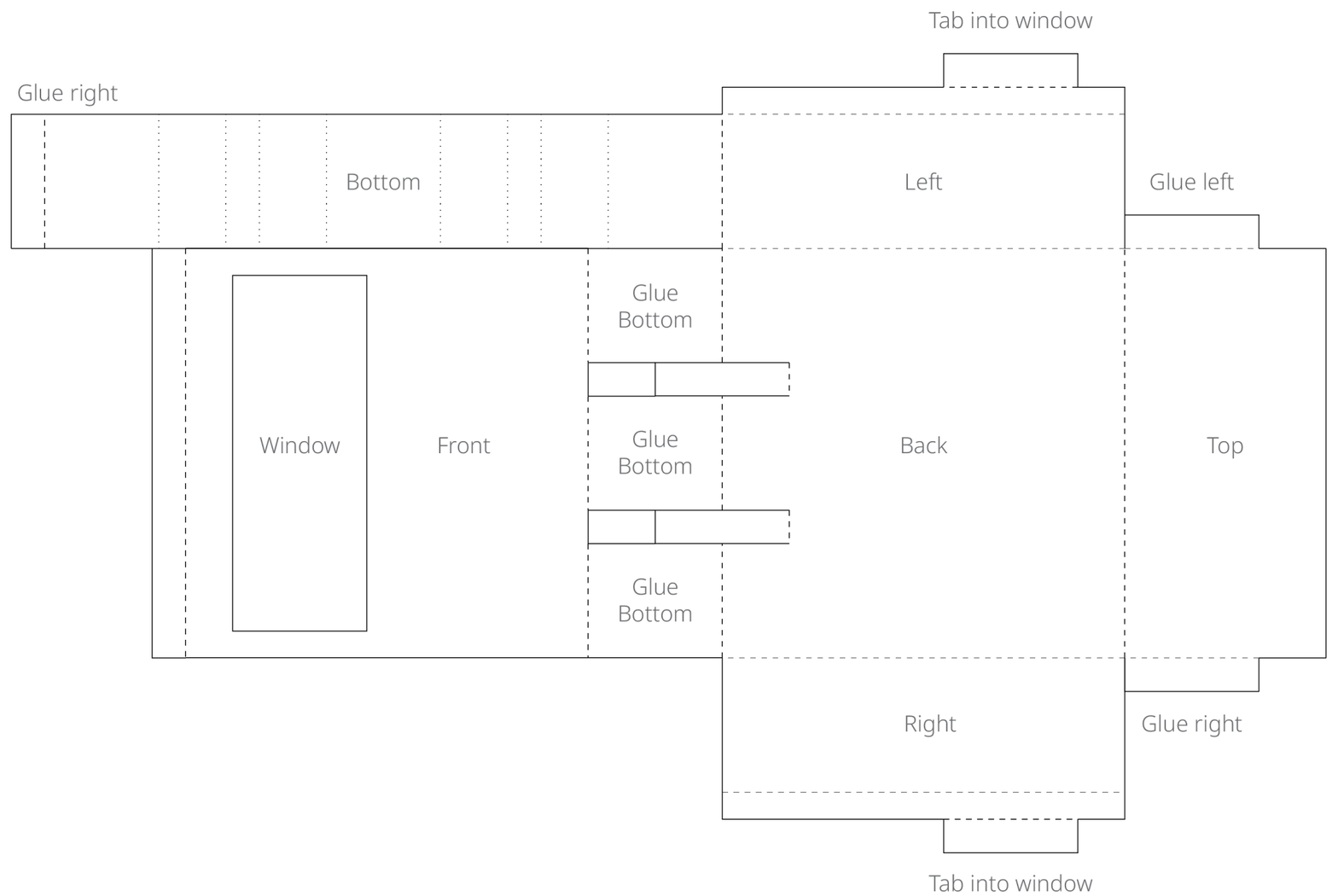
Inspired by the Traditional Thai Houses, this design uses reds complemented by darker hues of green.



DESIGN: BOX

Inspired by a slot style birdhouse, the main box holds sets of three packets together. Its design will allow it to have a second life and the window doubles to offer a peek of the flavours offered within.

https://www.duncraft.com/Slot-Bluebird-Trail-House

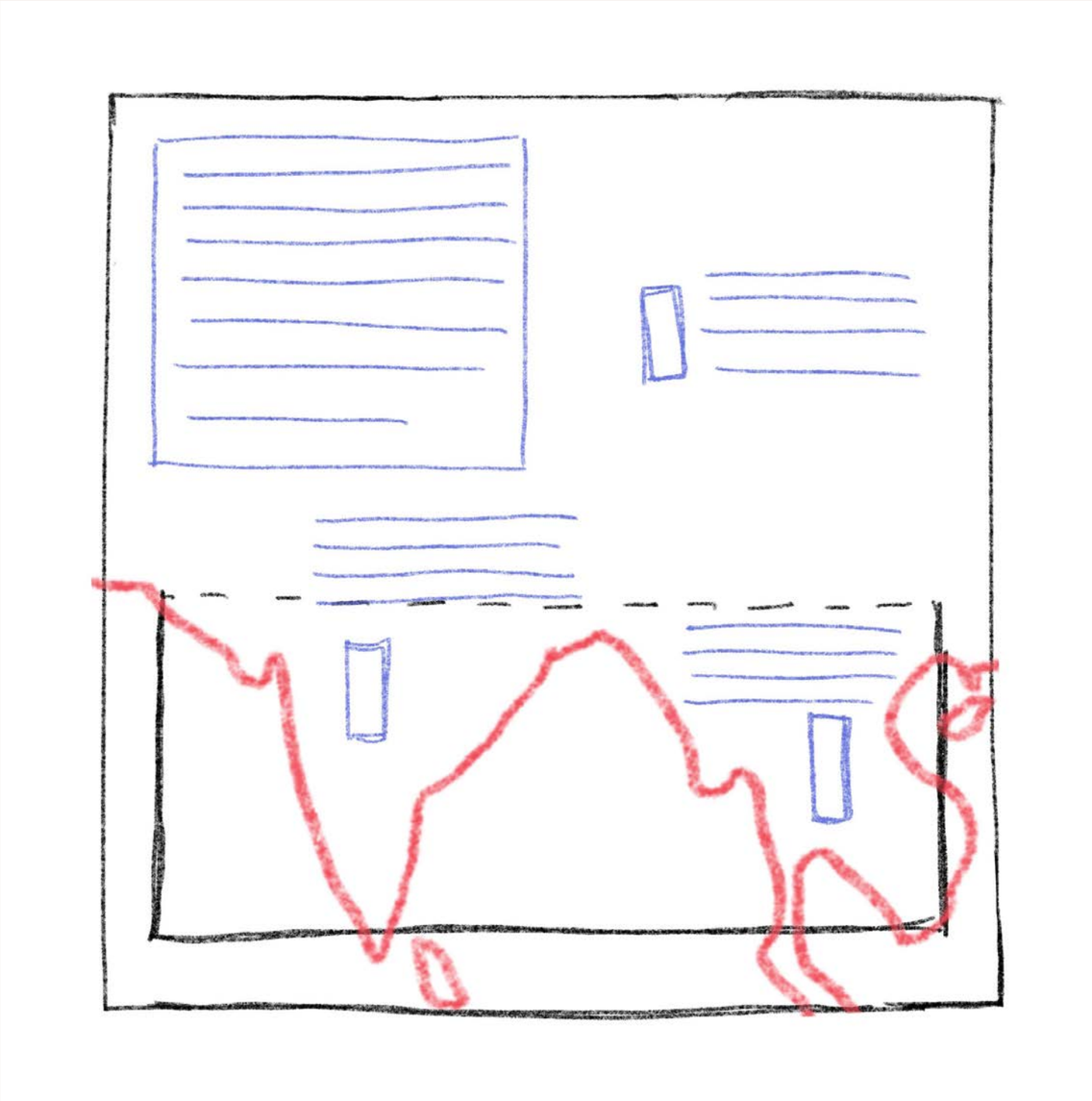


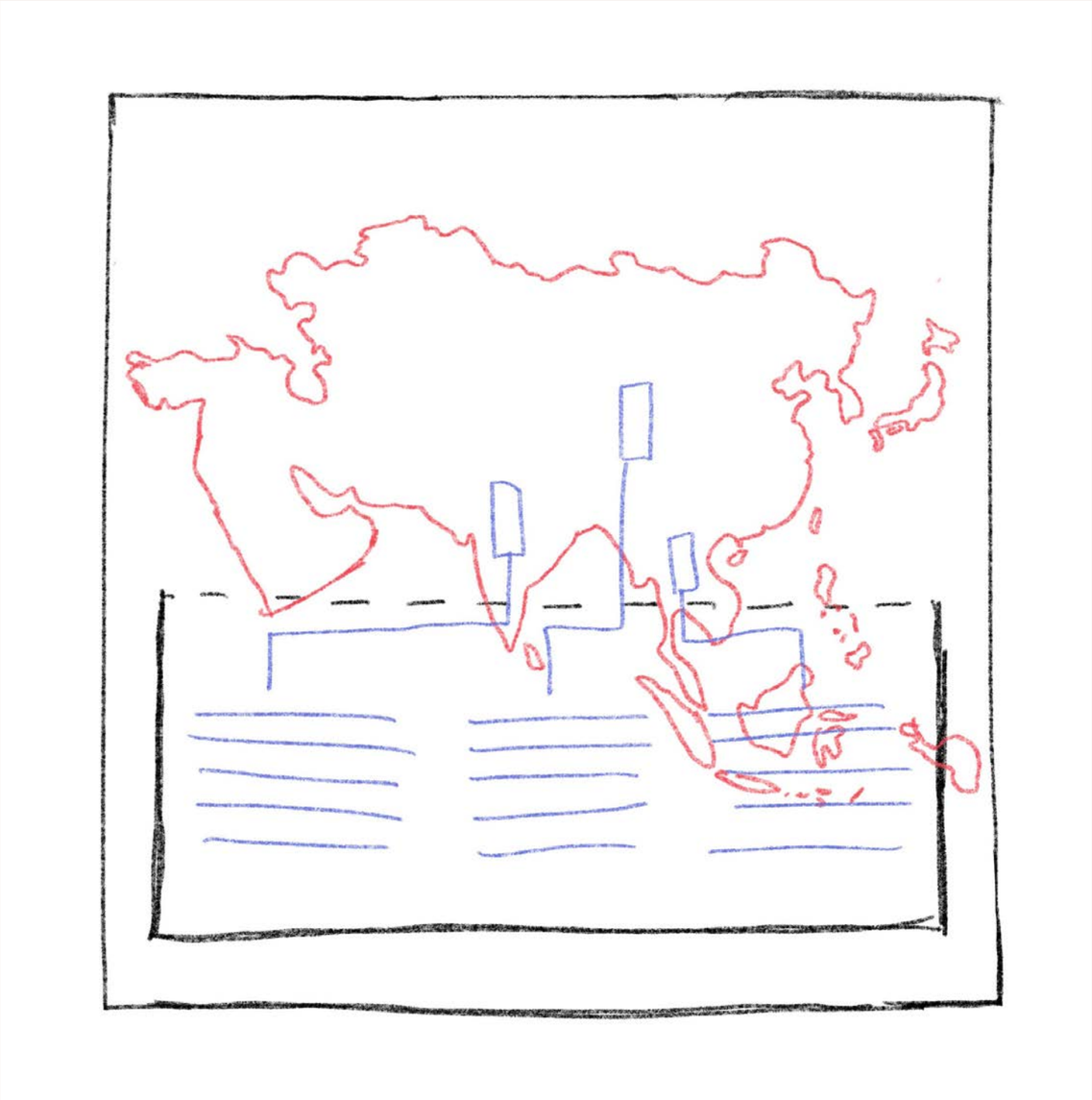
DESIGN: BOX

The sides latch onto the front by folding into the window and the bottom panel features folds to keep the packets separated. Cut from one sheet of paper, the package is constructed to be material efficient.

DESIGN: BOX – INNER FLAP

Rather than fully cutting out the window, the material can be folded so the interior of the front panel can be used as an infographic. This would likely contain further context about the packet designs and soup flavours within them.





Week 6

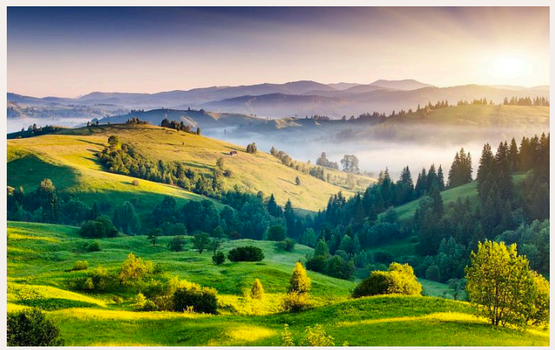
Illustrations for interior & exterior packaging

Landscapes in Asia

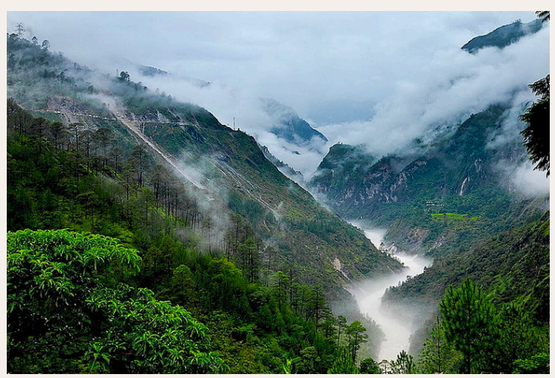
For the background of the first box, I researched landscapes for the Asian countries that have been featured. Inspiration has been taken from all of the locations in Asia to create an artwork that was suitable for all three. Between the three Asian countries, I noticed that there are many shared elements. They all feature large mountains that reach the clouds, and many photos include bodies of water. A major colour in most pictures is green.

India

https://snowleopard.org/our-work/where-we-work/india/india-landscape/



https://pixabay.com/photos/hills-india-nature-kodai-kanal-2836301/



https://www.wallpaperflare.com/canyon-clouds-india-landscape-mist-mountains-nature-photography-wallpaper-hssmp

Thailand

https://ca.hotels.com/go/thailand/best-thailand-viewpoints

https://www.tropicalsky.co.uk/far-east-holidays/thailand/exploring-the-diverse-landscapes-of-thailand

https://www.planetware.com/tourist-attractions/thailand-tha.htm

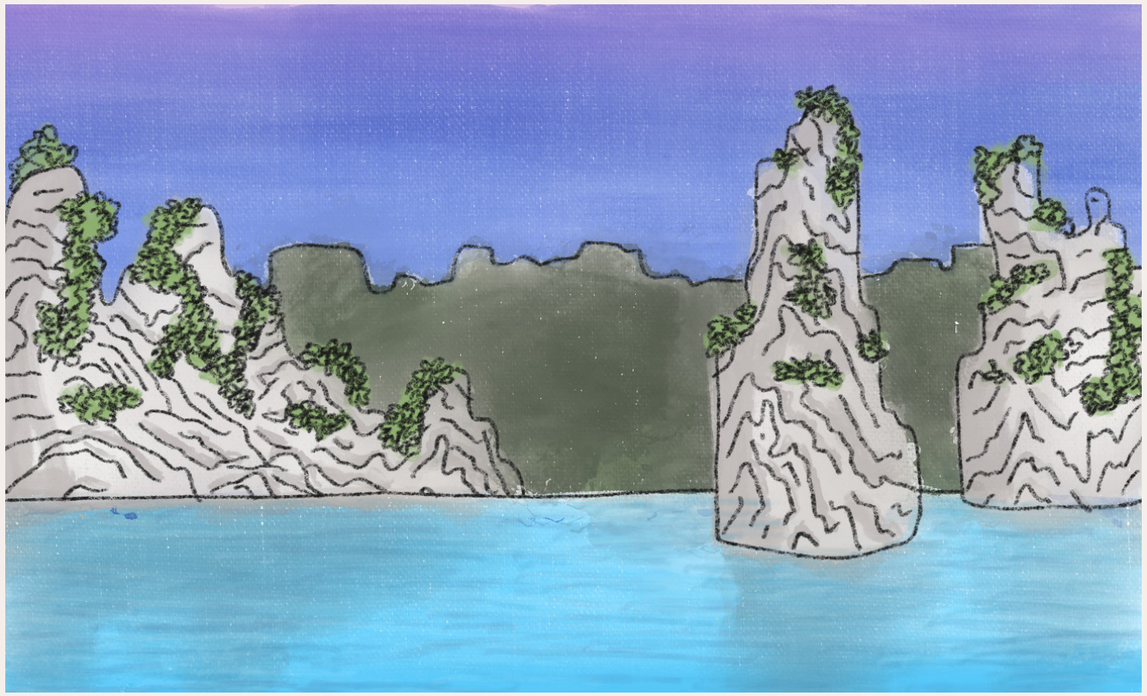
China

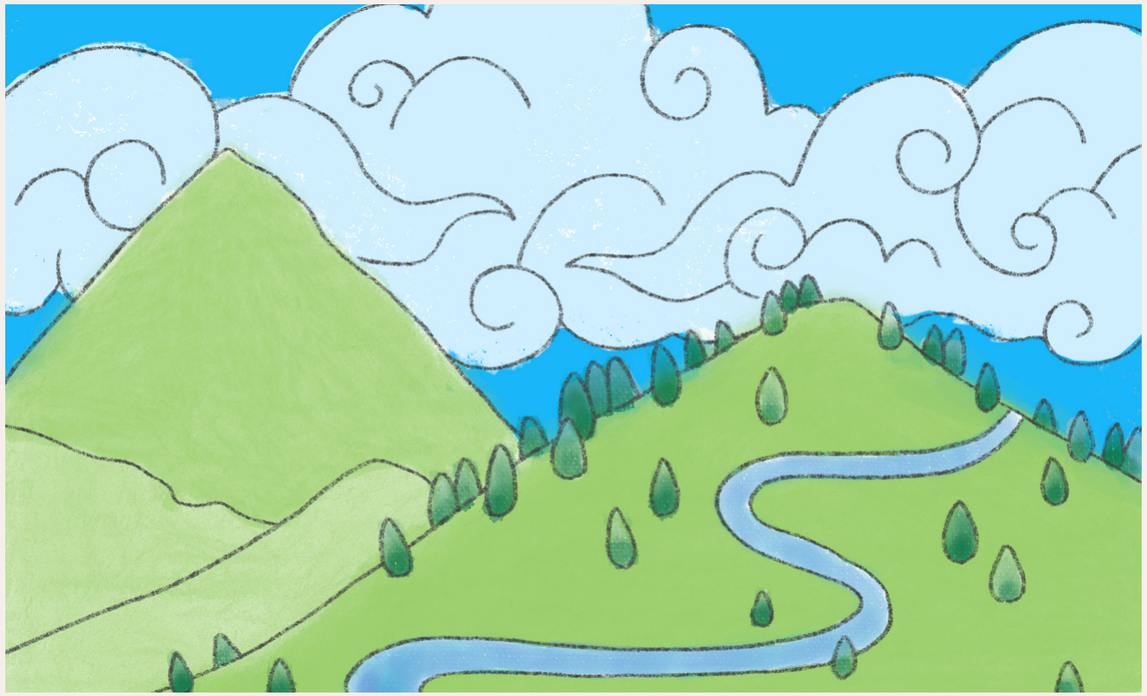
https://www.traveller.com.au/china-visit-chinas-smaller-towns-and-cities-for-culture-scenery-and-relaxation-h12k93

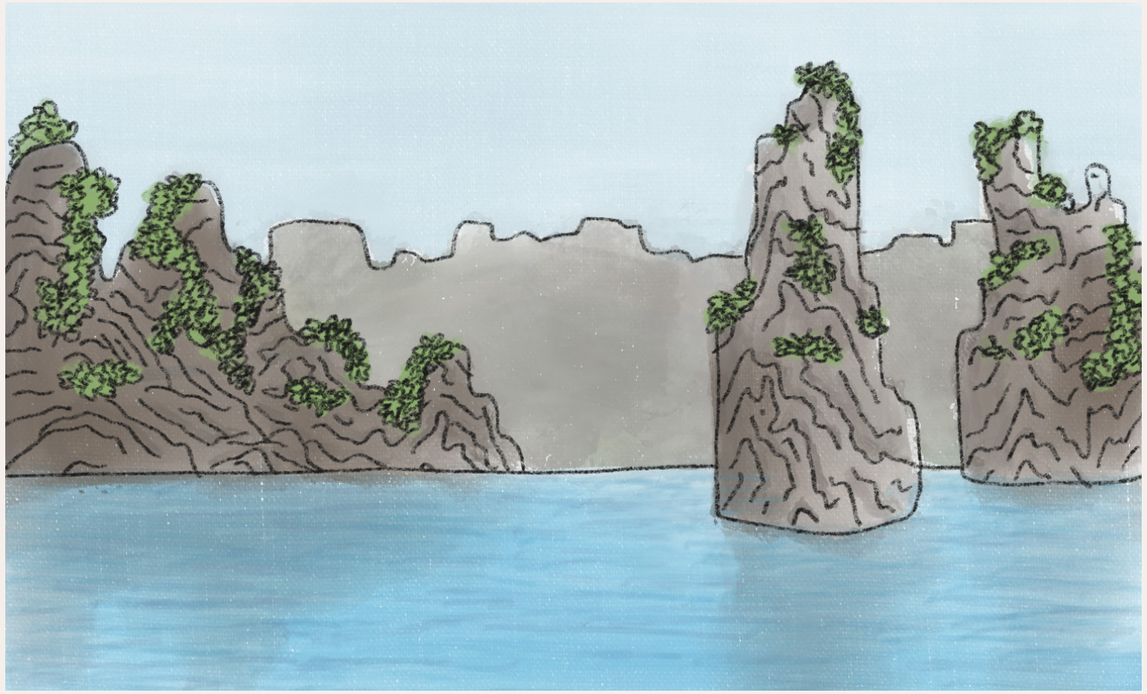
https://www.pinterest.ca/80c182d8660a8d8e8595957ada5e54/chinese-scenery/

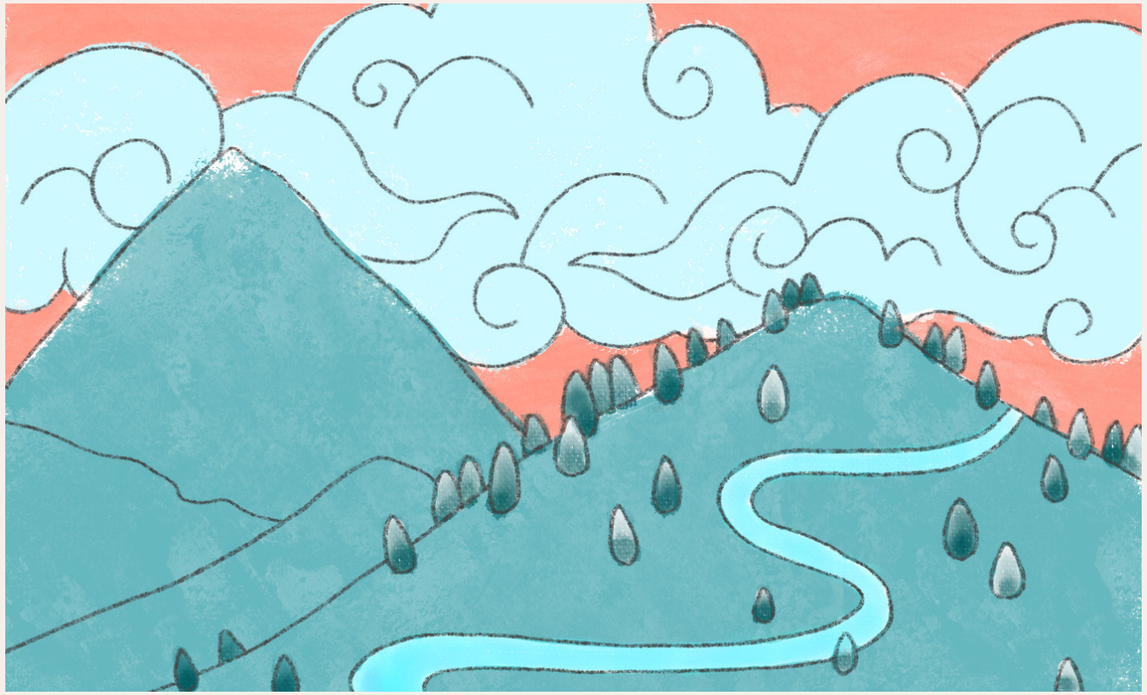
https://www.designswan.com/archives/china-beautiful-china-scenery.html

DESIGN: BACKGROUND



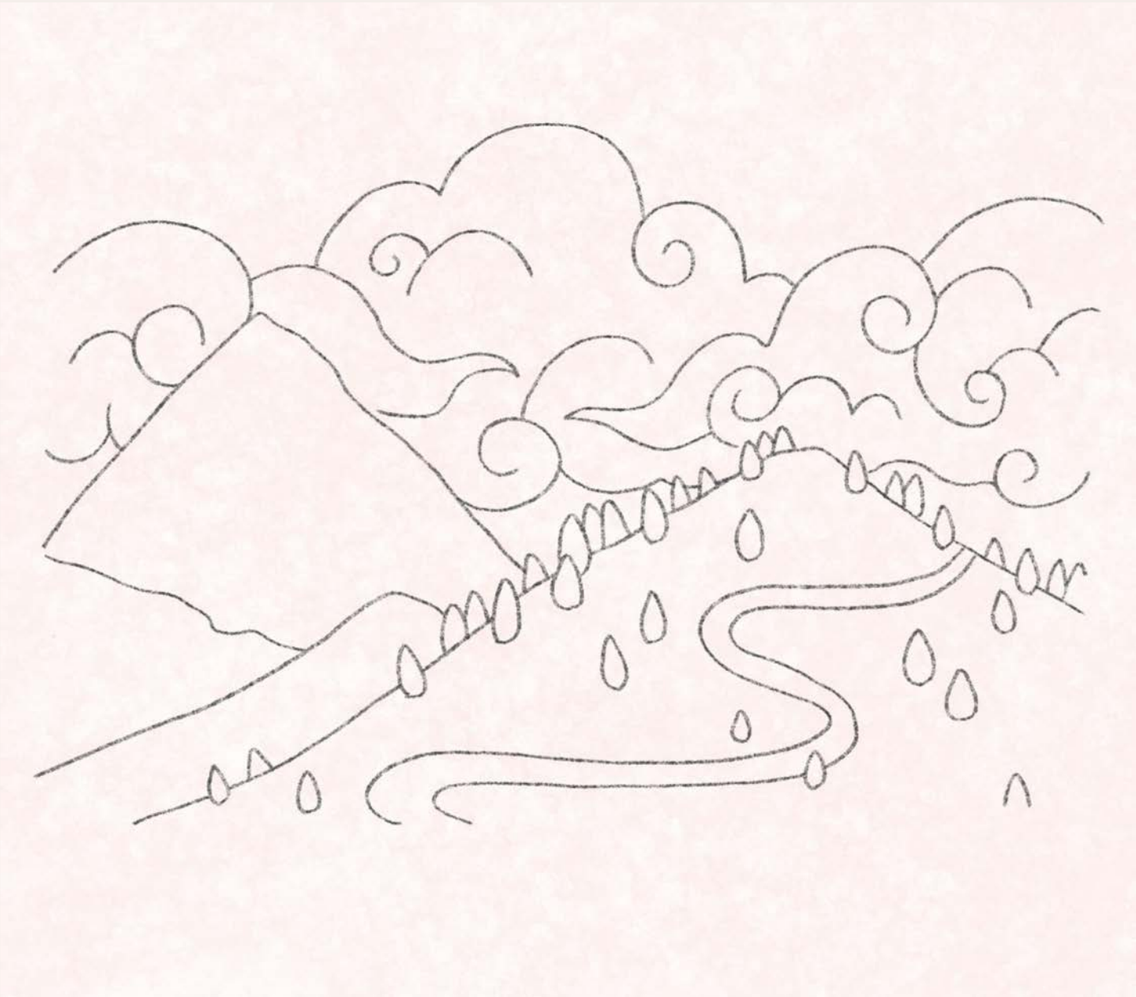


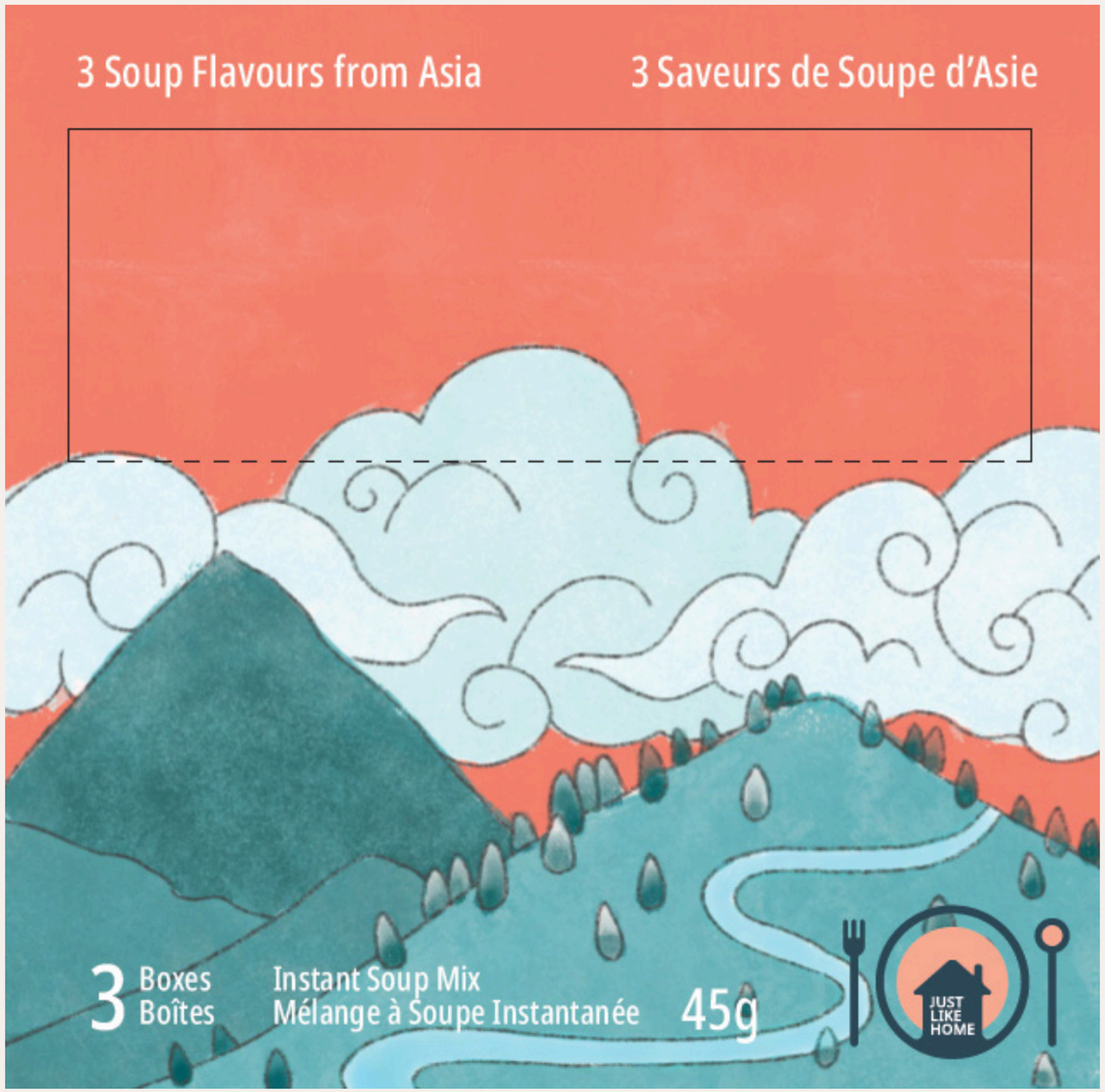


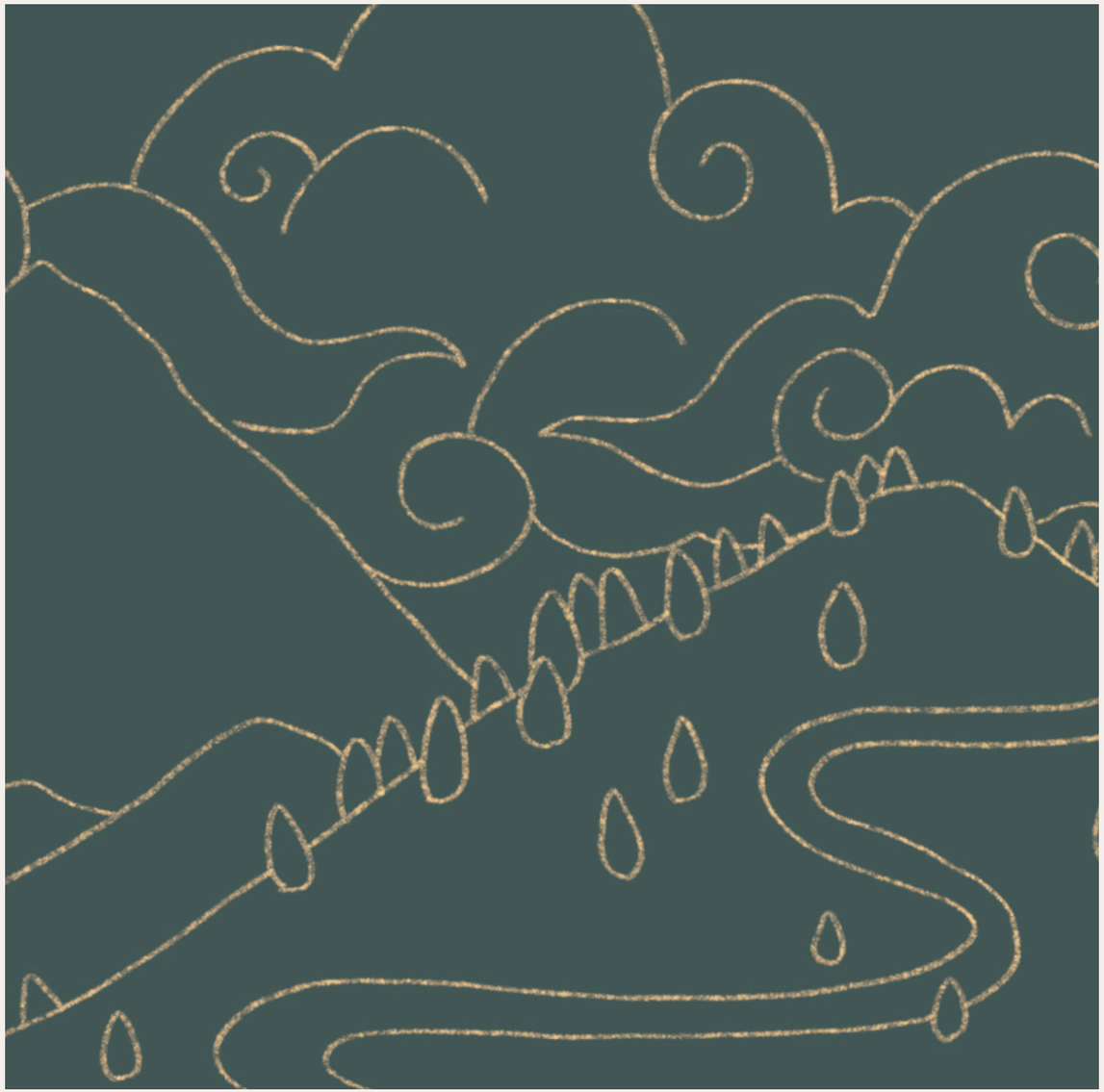


DESIGN: BACKGROUND

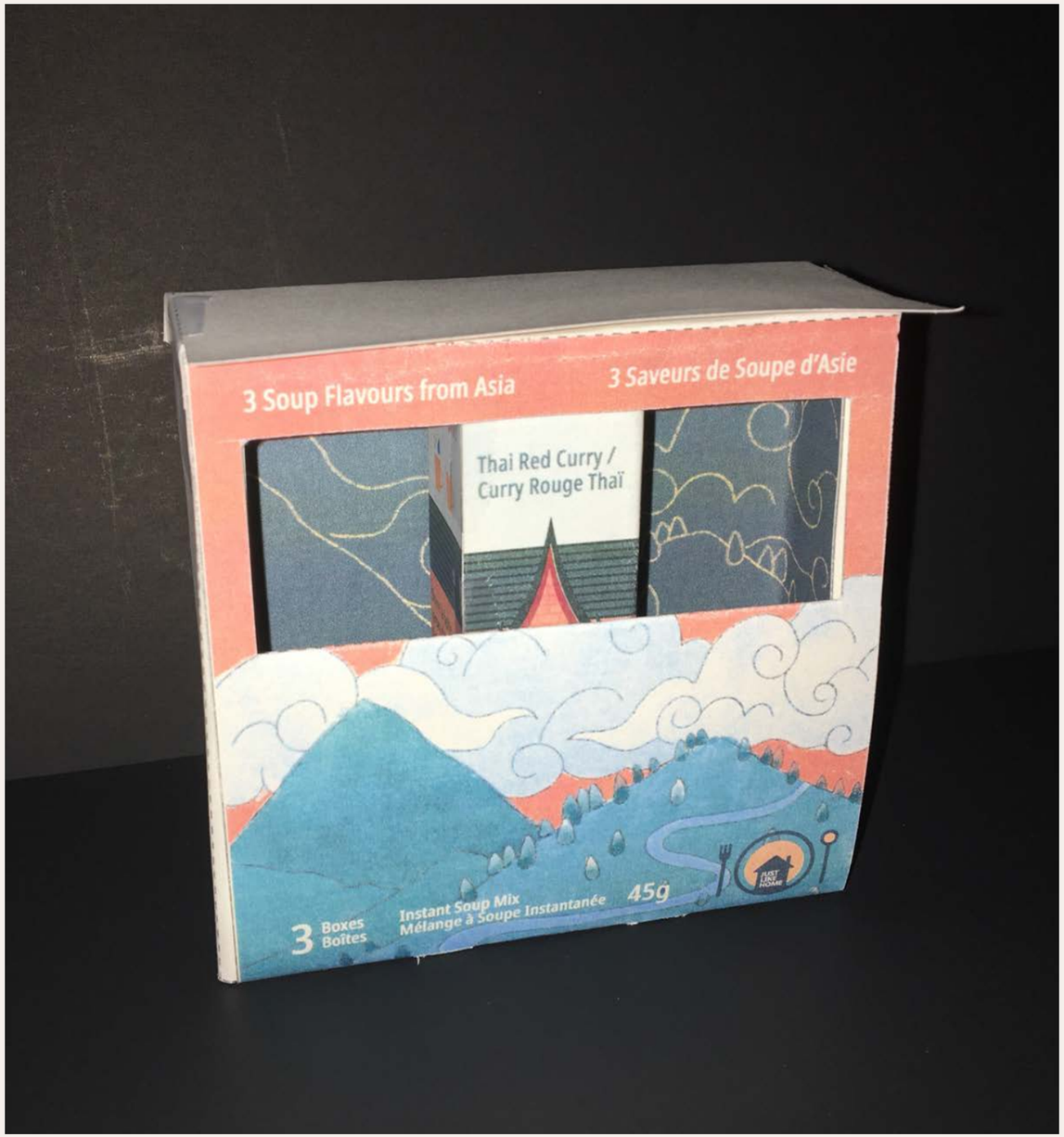
Between the three Asian countries, I noticed that there are many shared elements. They all feature large mountains that reach the clouds, and many photos include bodies of water. A major colour in most pictures is green.

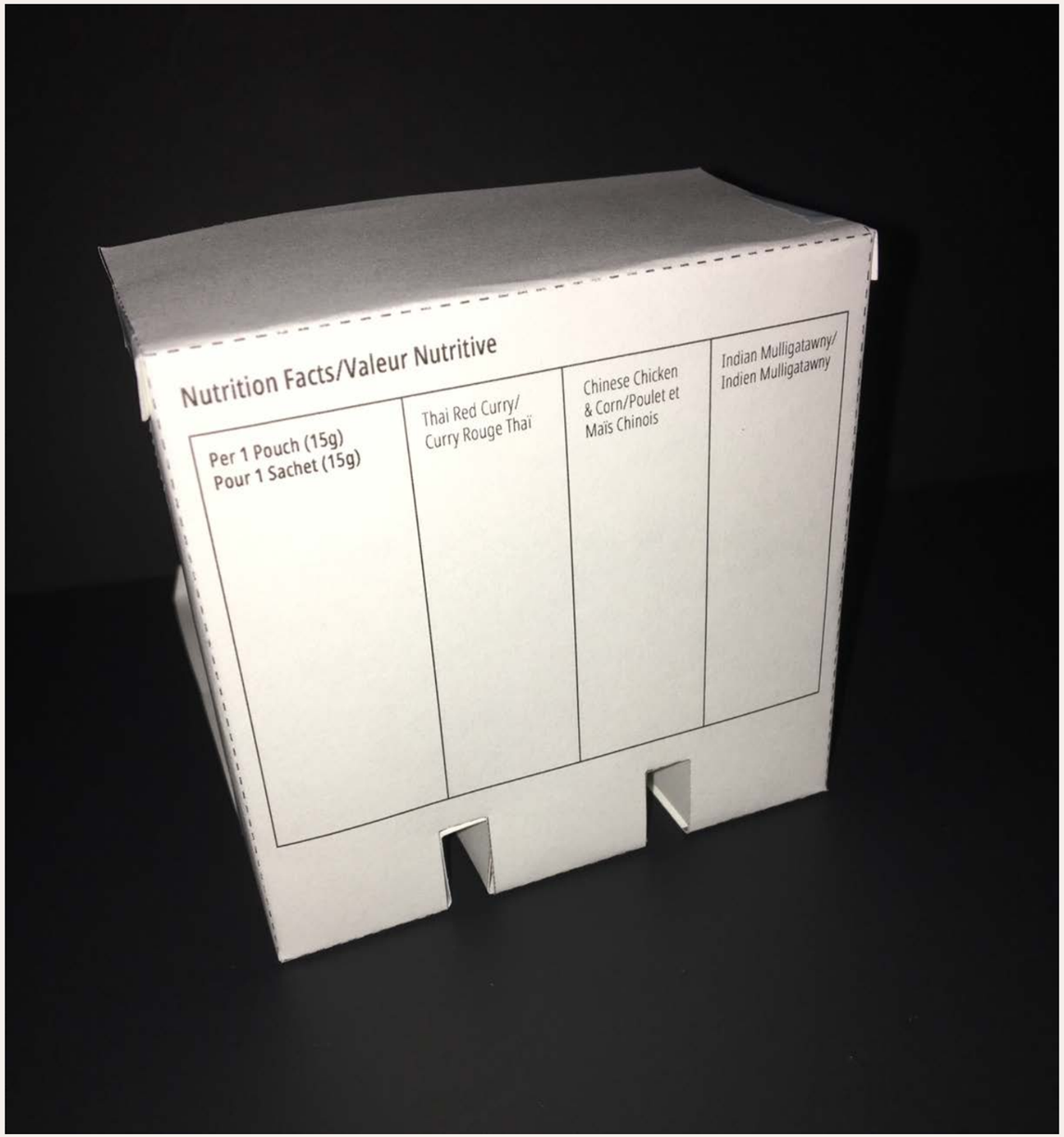






The logo and product information were added to the container design and the interior illustration was created as a variation of the front one.





The product was mocked up to better visualize the appearance of the interior and exterior of the box. A rough layout for the back panel was produced to organize space for the nutrition facts.

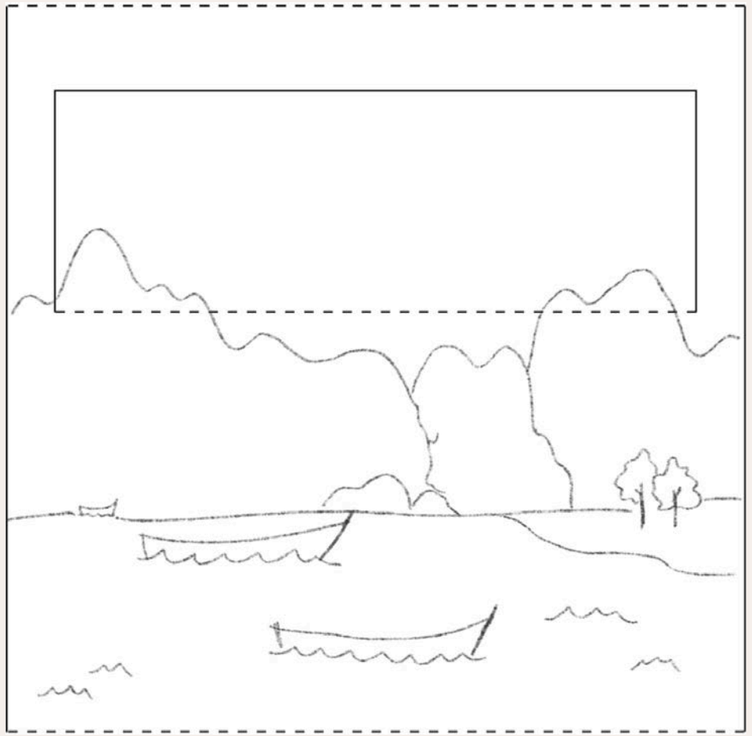
The plan is to include an infographic on the interior flap that opens up. Moving forward, I plan to experiment with vector illustrations rather than the hand-drawn style.

Week 7

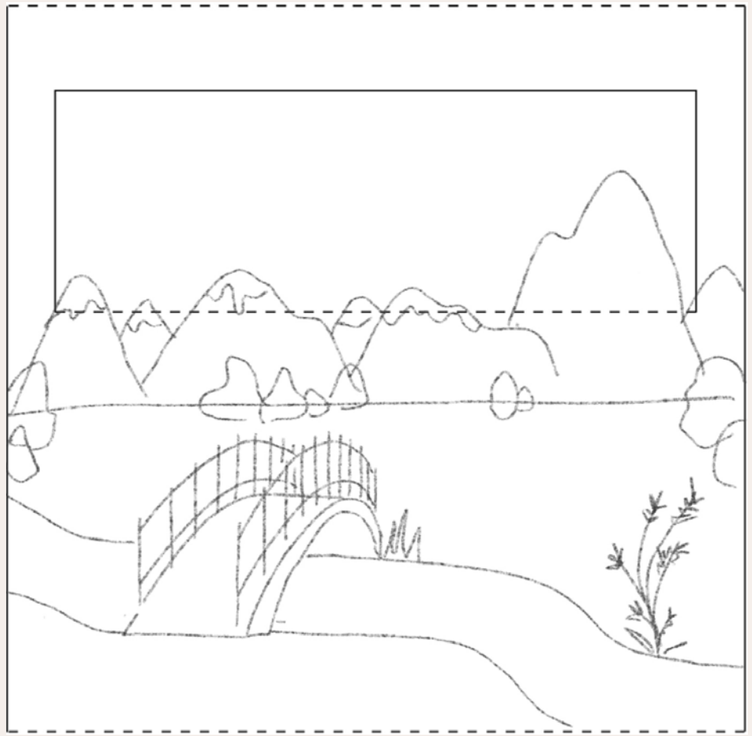
Illustrations for interior & exterior packaging

DESIGN: FRONT ILLUSTRATION

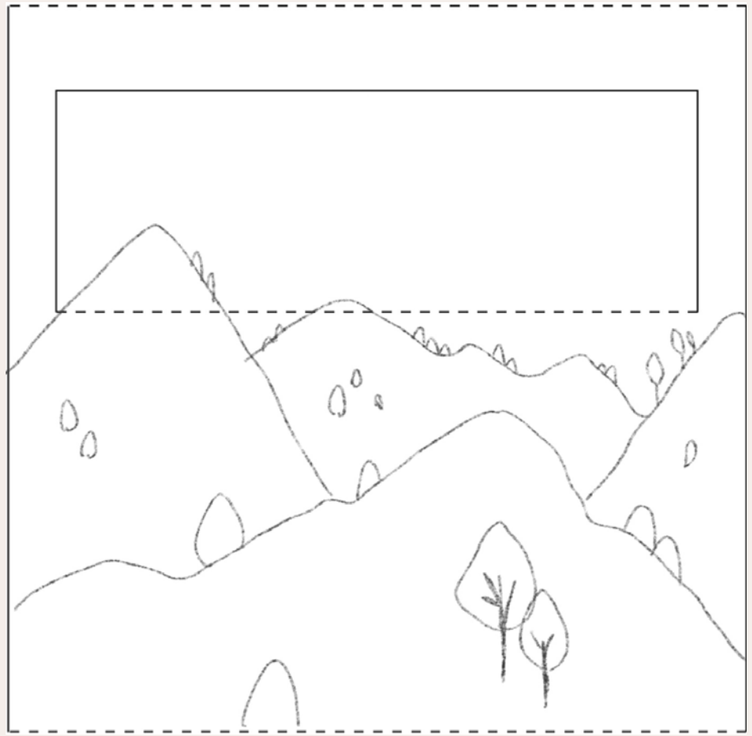
Following critique, it was suggested that I produce 3 separate boxes with one flavour each. Sketches were created for illustrations, each later made into a vector drawing.



Thailand



China



India

DESIGN: FRONT ILLUSTRATION

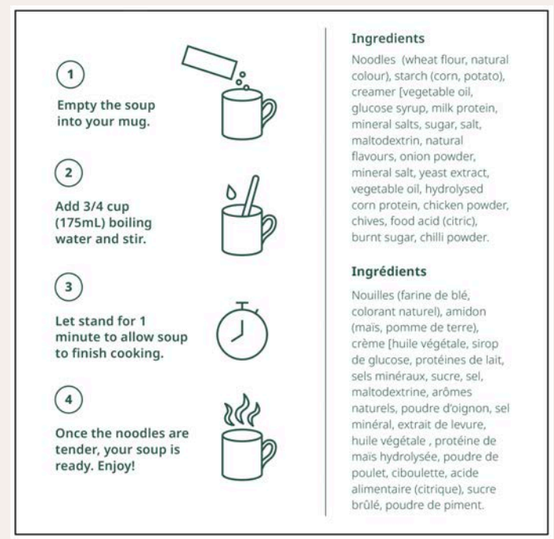
I wanted the three boxes to share similar colour schemes, while having distinct attreibutes that separated them from the others.

Thailand

China

India

DESIGN: FRONT, SIDE & BACK PANELS



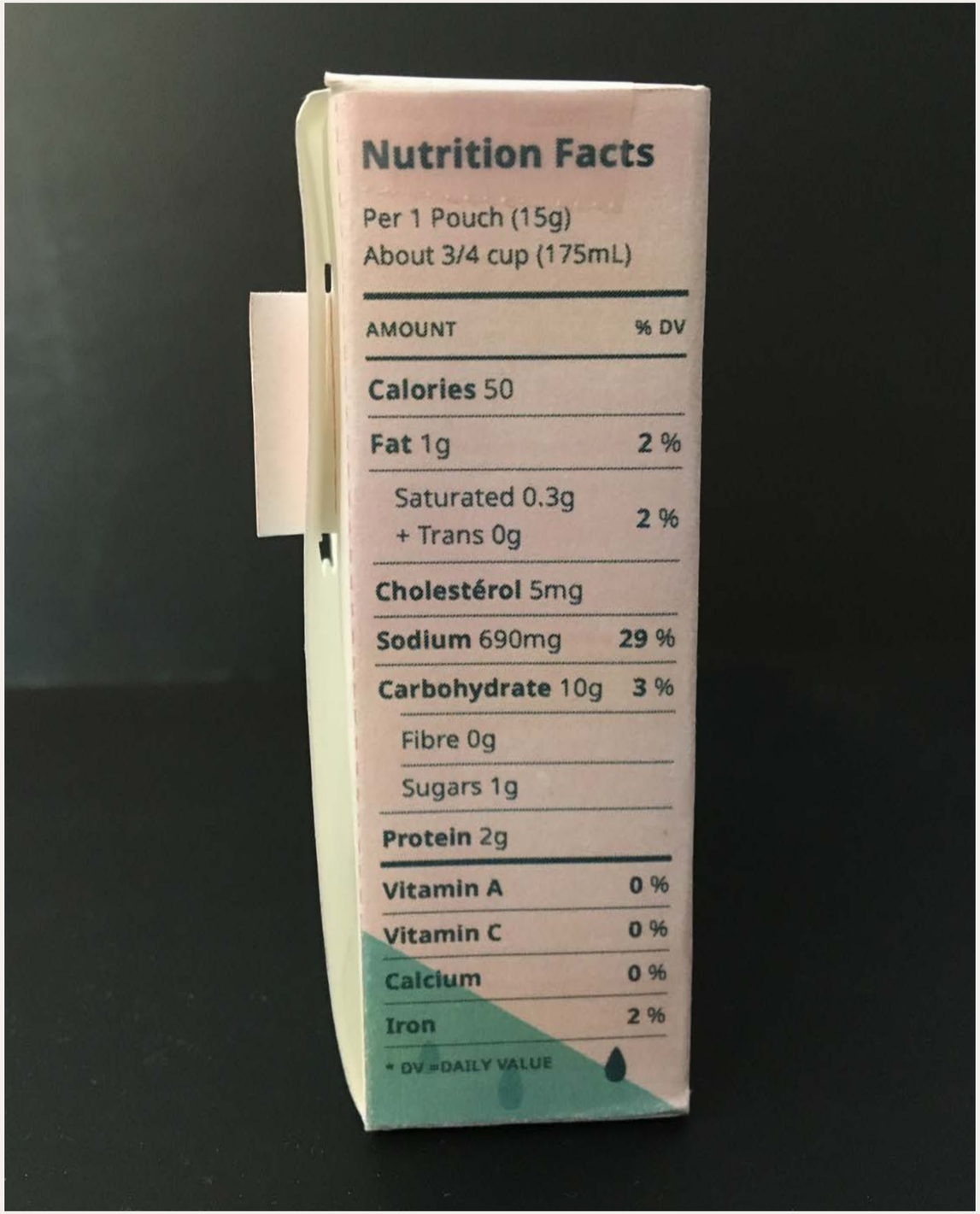
I added nutrition facts to the side panels, experimenting with light text on a darker background and vice versa. Especially when in a small font size, the dark text is easier to read.

The graphics were added to the net outline to print out a mockup of the package.

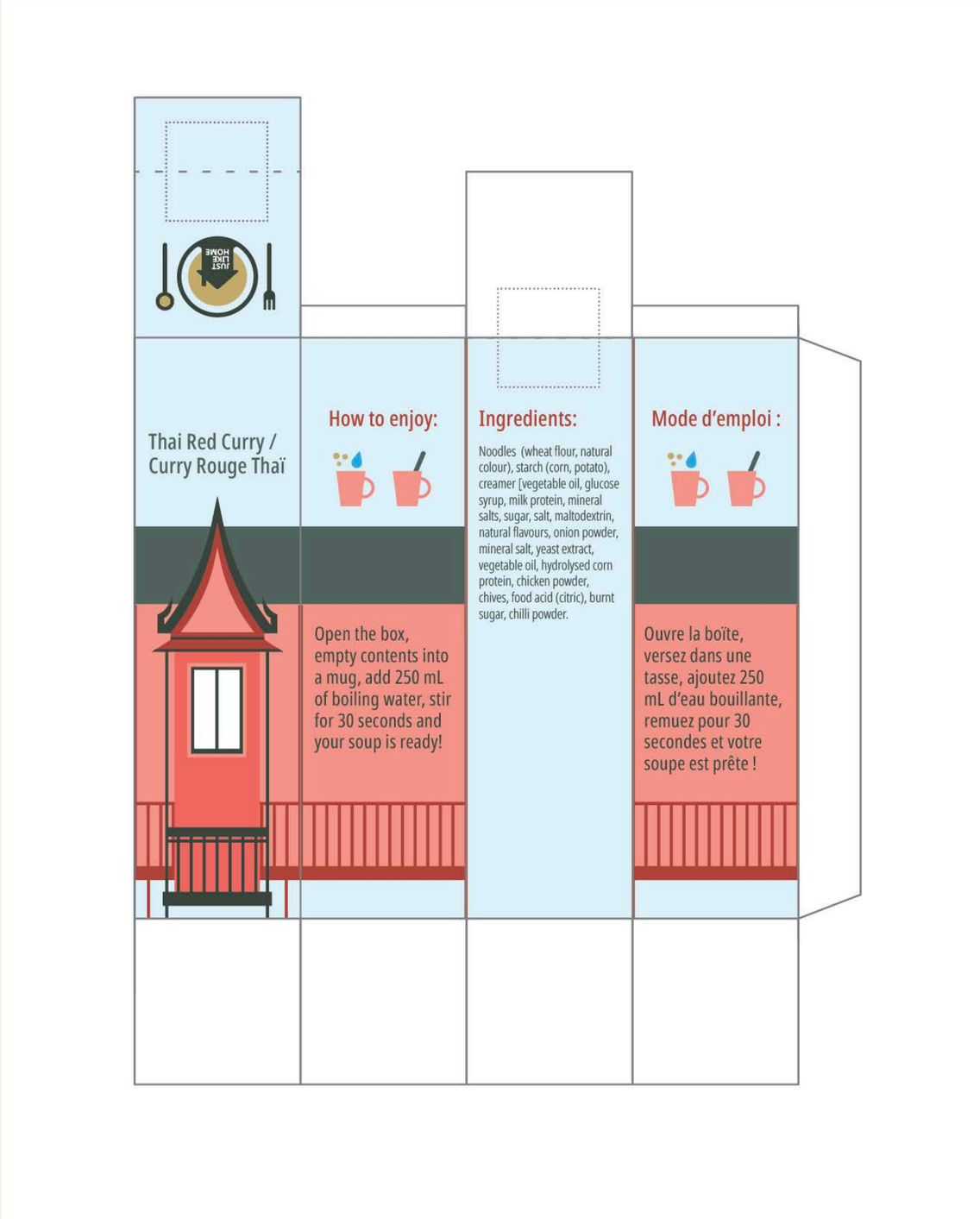
3 Boxes
Boîtes
Instant Soup Mix
Mélange à Soupe Instantanée
45g

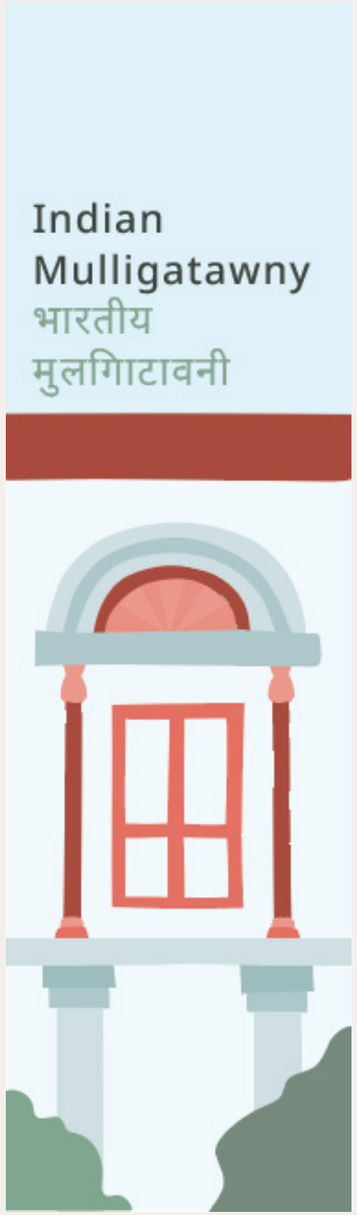
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR
% VQ
Calories 50
Lipides 1g 2 %
Saturés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
Vitamine A 0 %
Vitamine C 0 %
Calcium 0 %
Fer 2 %

Nutrition Facts
1
Empty the soup into your mug.
2
Add 3/4 cup (175mL) boiling water and stir.
3
Let stand for 1 minute to allow soup to finish cooking.
4
Once the noodles are tender, your soup is ready!
Ingredients: Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients: Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème (huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale, protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.


Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT % DV
Calories 50
Fat 1g 2 %
Saturated 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Carbohydrate 10g 3 %
Fibre 0g
Sugars 1g
Protein 2g
Vitamin A 0 %
Vitamin C 0 %
Calcium 0 %
Iron 2 %
* DV = DAILY VALUE

I began to create interior box designs including usage directions on the side panels, ingredients on the back, a main illustration on the front, and branding on top. The following pages feature designs for separate exterior containers that were created for each of the three flavours.





The branding is on the top of the box, so that consumers can easily see it when they are picking up the product, while not having to interfere with the design at the front. The directions at the back are illustrated in a similar style and the scenery on the front panel extends to the sides to overlap with the nutrition facts. These decisions were made to maximize cohesiveness with the packaging.

JUST LIKE HOME
Instant Soup Mix
Mélange à Soupe Instantanée
Thai Red Curry
Curry Rouge Thaï

Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR % VQ
Calories 50
Lipides 1g 2 %
Saturés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
Vitamine A 0 %
Vitamine C 0 %
Calcium 0 %
Fer 2 %
* VQ = VALEUR QUOTIDIENNE
3 Boxes Boîtes
Instant Soup Mix
Mélange à Soupe Instantanée
45g
Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT % DV
Calories 50
Fat 1g 2 %
Saturated 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Carbohydrate 10g 3 %
Fibre 0g
Sugars 1g
Protein 2g
Vitamin A 0 %
Vitamin C 0 %
Calcium 0 %
Iron 2 %
* DV =DAILY VALUE

1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir. Ajouter 3/4 tasse (175 ml) d'eau bouillante et remuer.
3
Let stand for 1 minute. Laisser reposer 1 minute.
4
Your soup is ready! Votre soupe est prête!
Ingredients
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.

JUST LIKE HOME

Instant Soup Mix
Mélange à Soupe Instantanée

Thai Red Curry
Curry Rouge Thaï

Valeur Nutritive

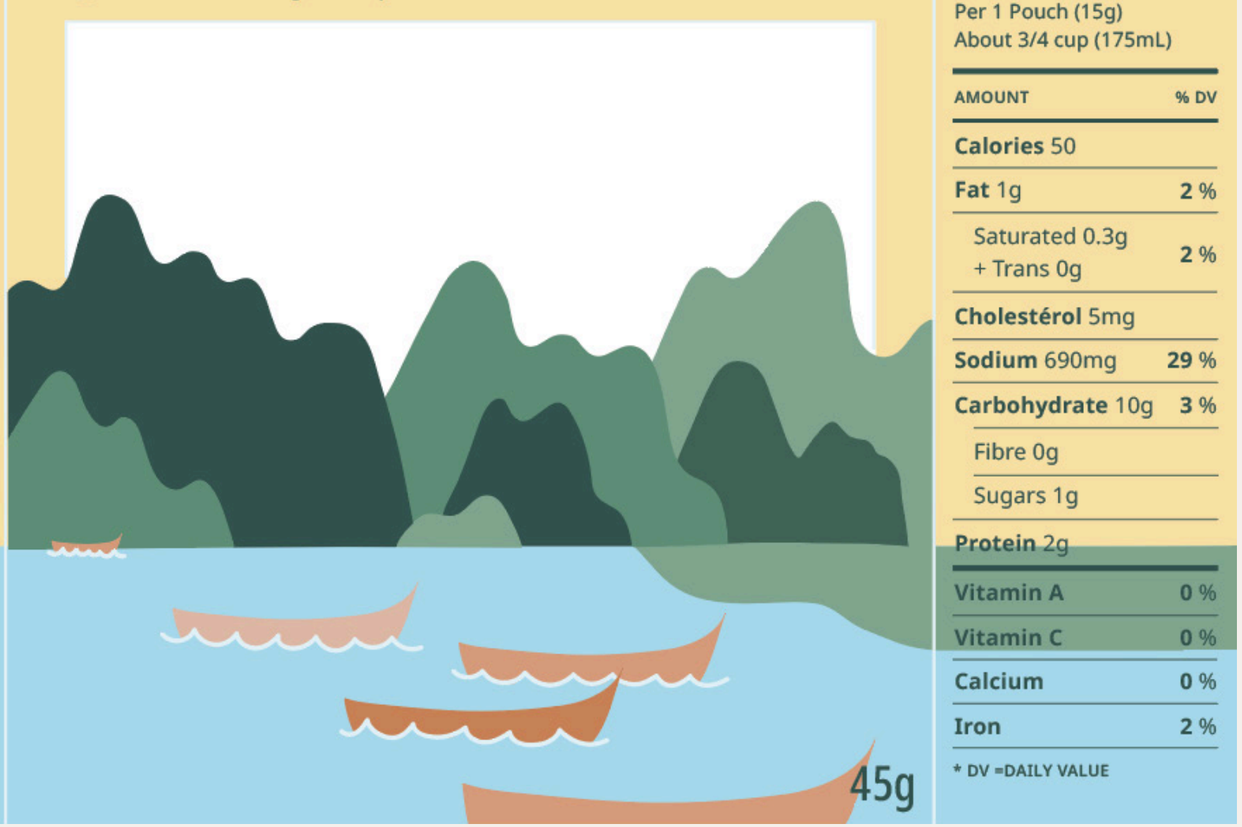
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)

TENEUR	% VQ
Calories 50	
Lipides 1g	**2 %**
Saturés 0.3g + Trans 0g	**2 %**
Cholestérol 5mg	
Sodium 690mg	**29 %**
Glucides 10g	**3 %**
Fibres 0g	
Sucres 1g	
Protéines 2g	
Vitamine A	**0 %**
Vitamine C	**0 %**
Calcium	**0 %**
Fer	**2 %**

* VQ = VALEUR QUOTIDIENNE

3 Boxes
Boîtes

Instant Soup Mix
Mélange à Soupe Instantanée



Nutrition Facts

Per 1 Pouch (15g)
About 3/4 cup (175mL)

AMOUNT	% DV
Calories 50	
Fat 1g	**2 %**
Saturated 0.3g + Trans 0g	**2 %**
Cholestérol 5mg	
Sodium 690mg	**29 %**
Carbohydrate 10g	**3 %**
Fibre 0g	
Sugars 1g	
Protein 2g	
Vitamin A	**0 %**
Vitamin C	**0 %**
Calcium	**0 %**
Iron	**2 %**

* DV =DAILY VALUE

1. **Empty the soup into your mug.** Videz la soupe dans votre tasse.
2. **Add 3/4 cup (175mL) boiling water and stir.** Ajouter 3/4 tasse (175 ml) d'eau bouillante et remuer.
3. **Let stand for 1 minute.** Laisser reposer 1 minute.
4. **Your soup is ready!** Votre soupe est prête!

Ingredients

Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.

Ingrédients

Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.

Week 8

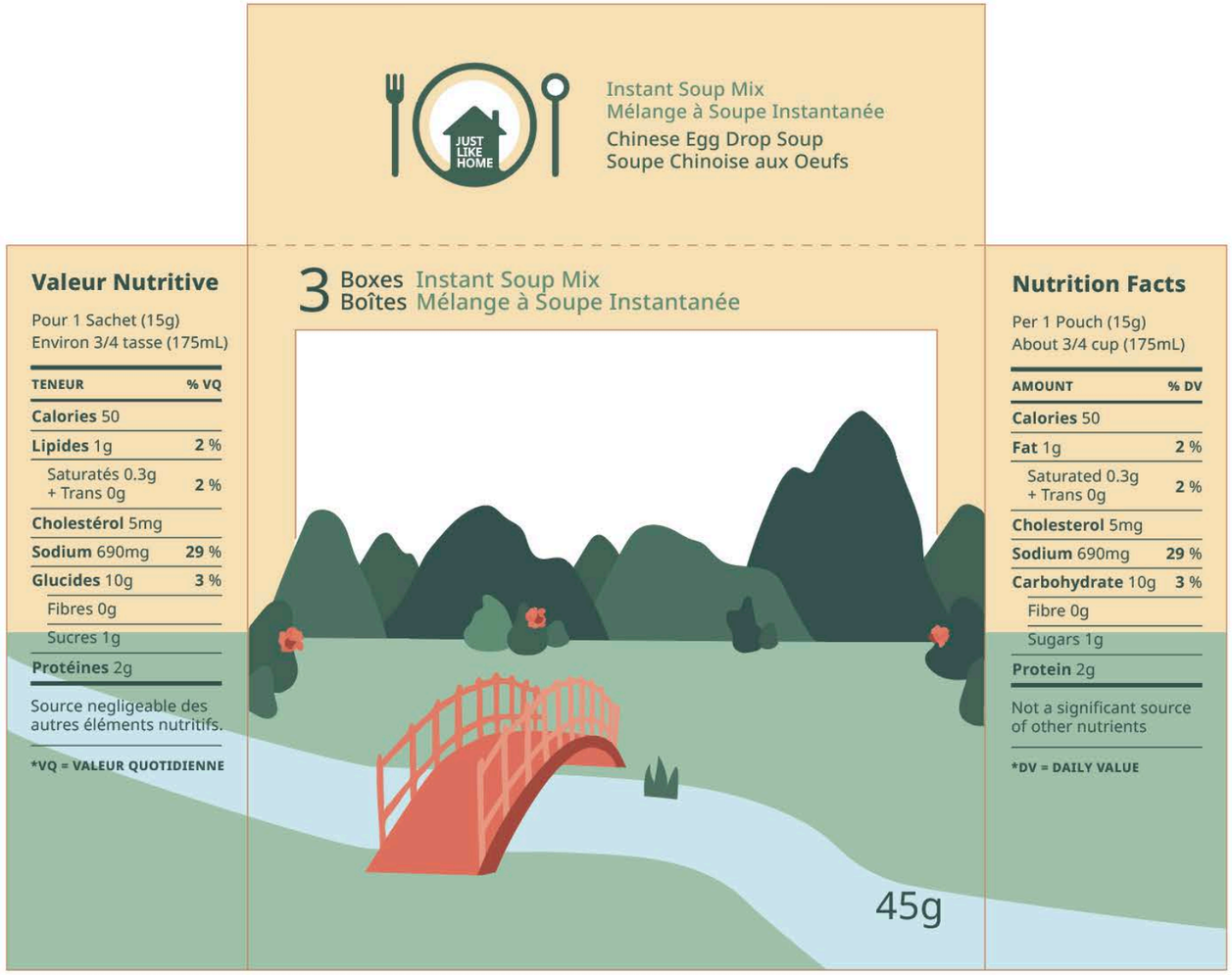
Continuation of illustrations for
interior & exterior packaging

Expanding from the previous week's production, I continued to develop the illustrations for the interior and exterior containers.

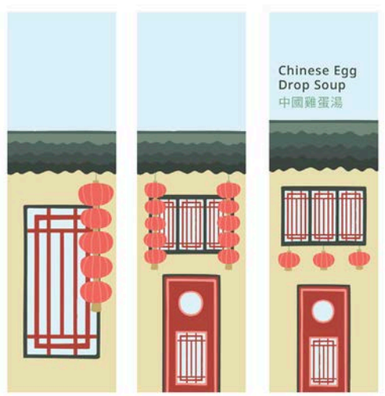
Exterior Containers: For the side and back panels, I adjusted the typography from condensed to regular, added more space surrounding the barcode, and edited the imagery in the directions for better consistency.

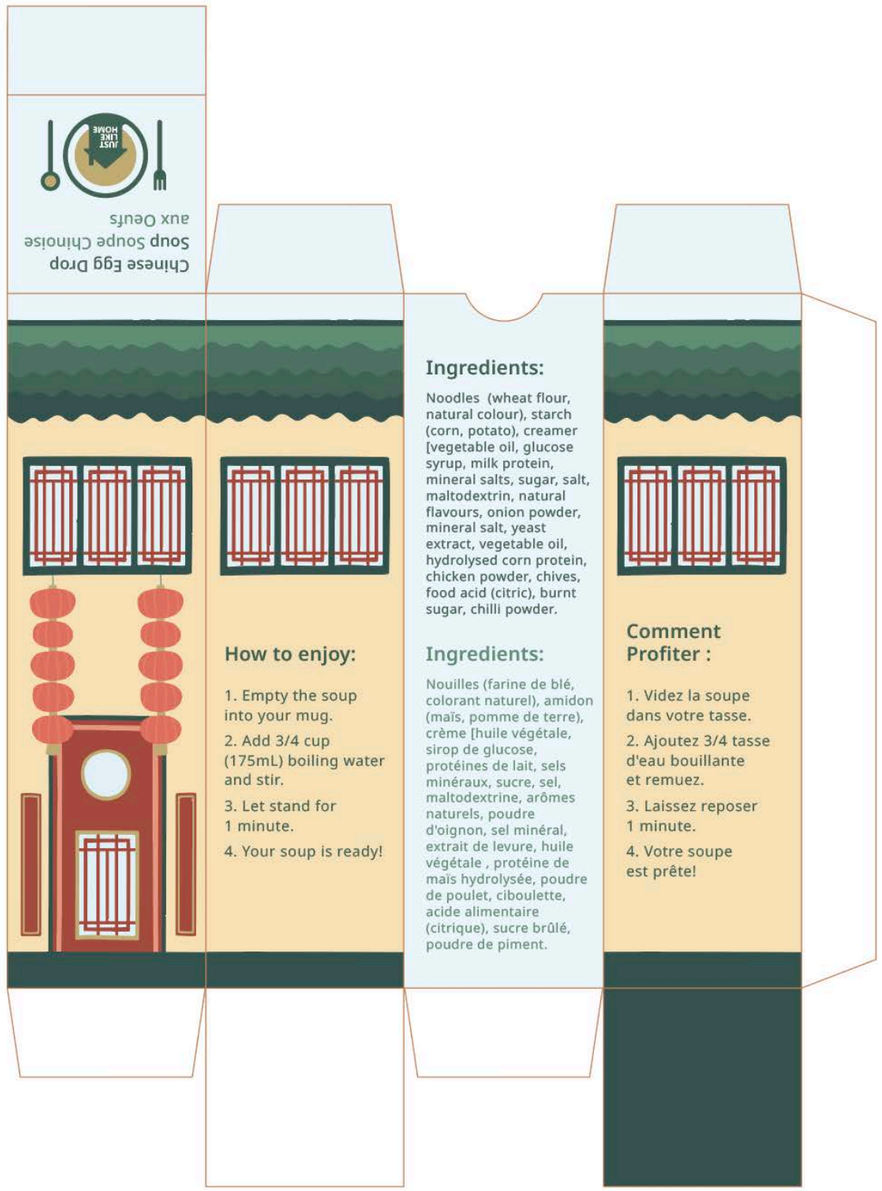
Interior Containers: I continued revising the packet for Thailand and began to develop the containers for the other two countries. Additionally, I modified the top panel to open in a manner that was more comprehensible and user friendly.

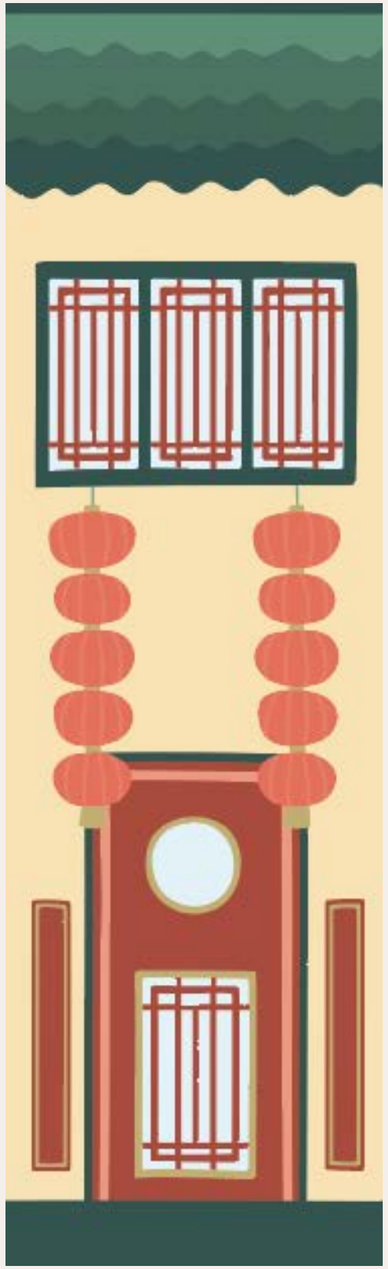
Colour scheme: I chose lighter pastel colours to better appeal to a younger target audience. I also felt that the updated colours were better at complementing each other.

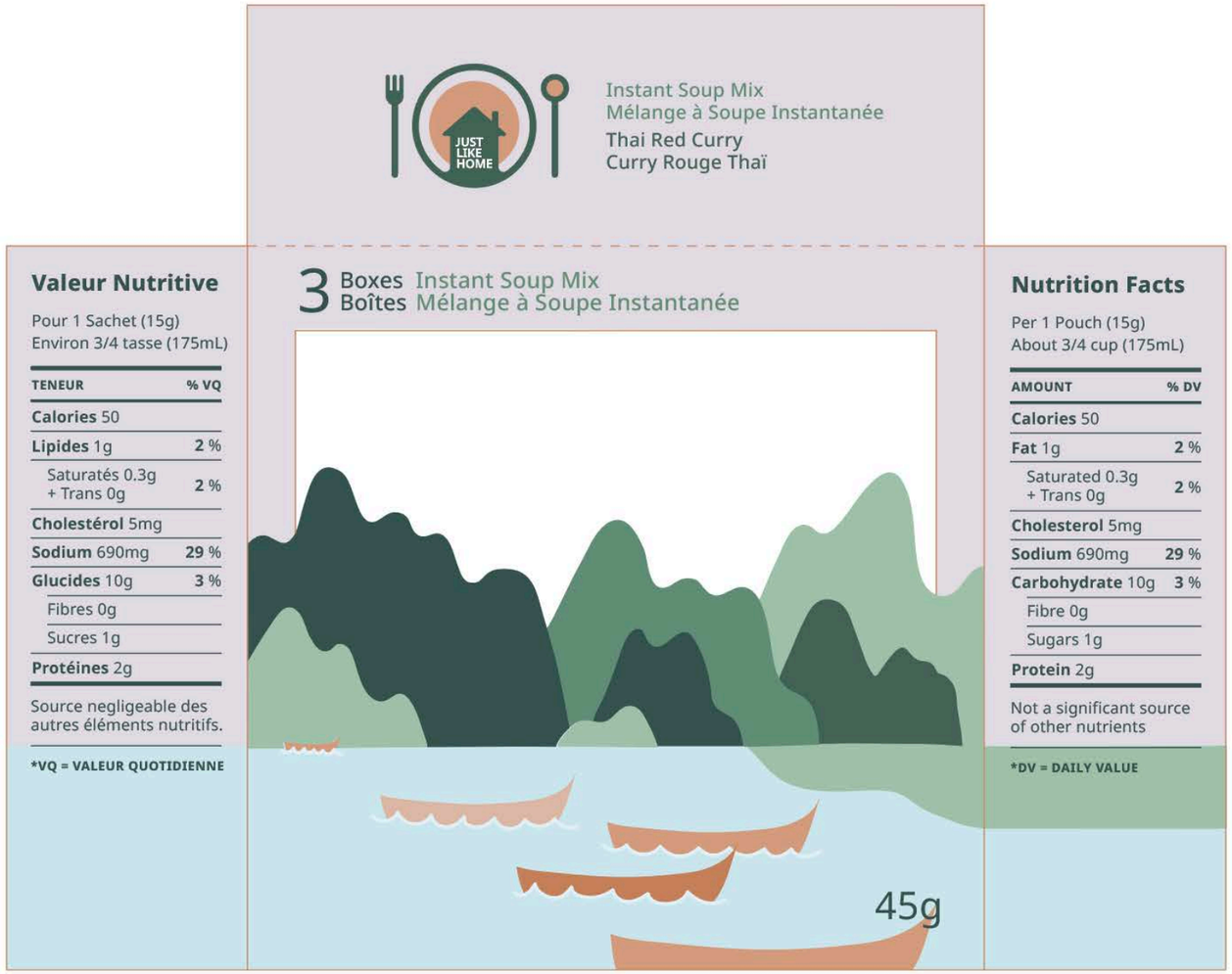

JUST LIKE HOME
Instant Soup Mix
Mélange à Soupe Instantanée
Chinese Egg Drop Soup
Soupe Chinoise aux Oeufs
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR % VQ
Calories 50
Lipides 1g 2 %
Saturatés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
Source negligeable des autres éléments nutritifs.
*VQ = VALEUR QUOTIDIENNE
3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT % DV
Calories 50
Fat 1g 2 %
Saturated 0.3g + Trans 0g 2 %
Cholesterol 5mg
Sodium 690mg 29 %
Carbohydrate 10g 3 %
Fibre 0g
Sugars 1g
Protein 2g
Not a significant source of other nutrients
*DV = DAILY VALUE

How to Enjoy:
Comment profiter :
1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir. Ajoutez 3/4 tasse (175 ml) d'eau bouillante et remuez.
3
Let stand for 1 minute. Laissez reposer 1 minute.
4
Your soup is ready! Votre soupe est prête!
Ingredients
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.

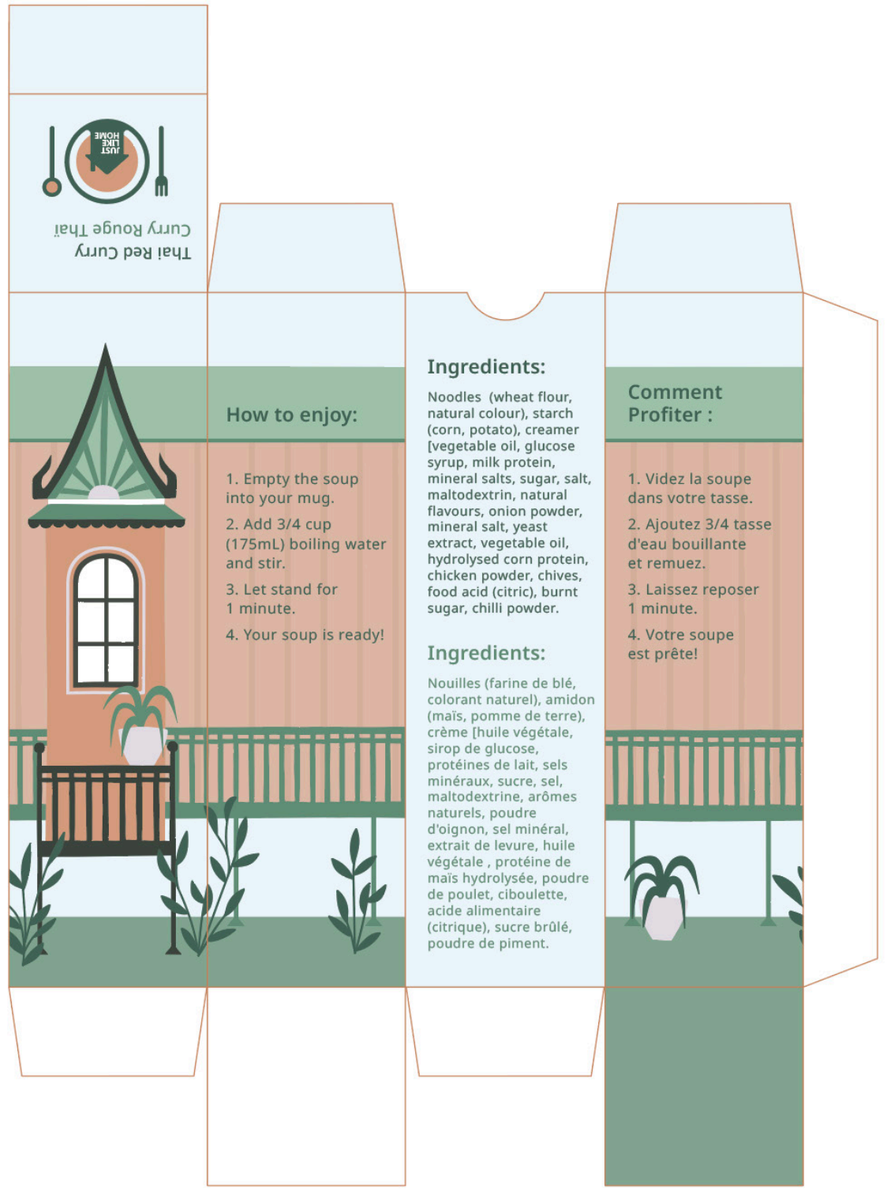

Chinese Egg
Drop Soup
中國雞蛋湯

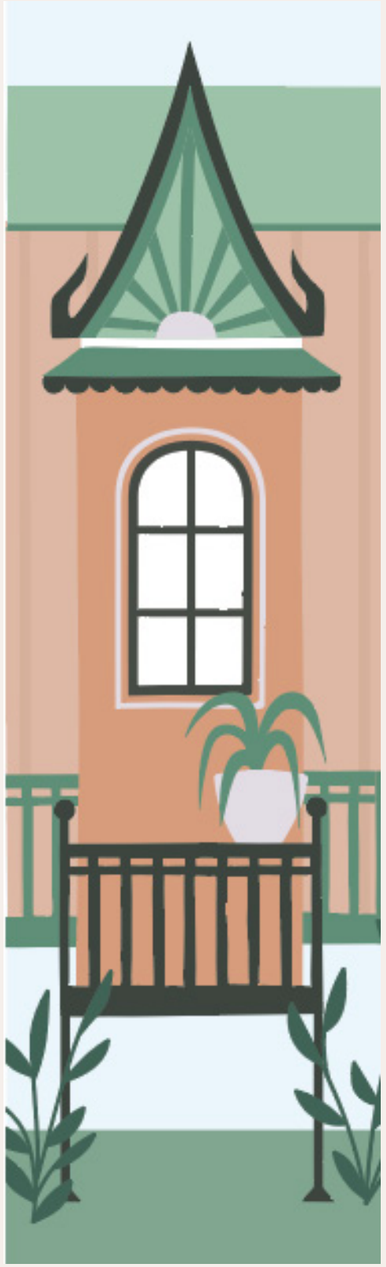

Chinese Egg Drop
Soup Soupe Chinoise
aux Oeufs
JUST LIKE HOME
How to enjoy:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!
Ingredients:
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingredients:
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.
Comment Profiter :
1. Videz la soupe dans votre tasse.
2. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3. Laissez reposer 1 minute.
4. Votre soupe est prête!

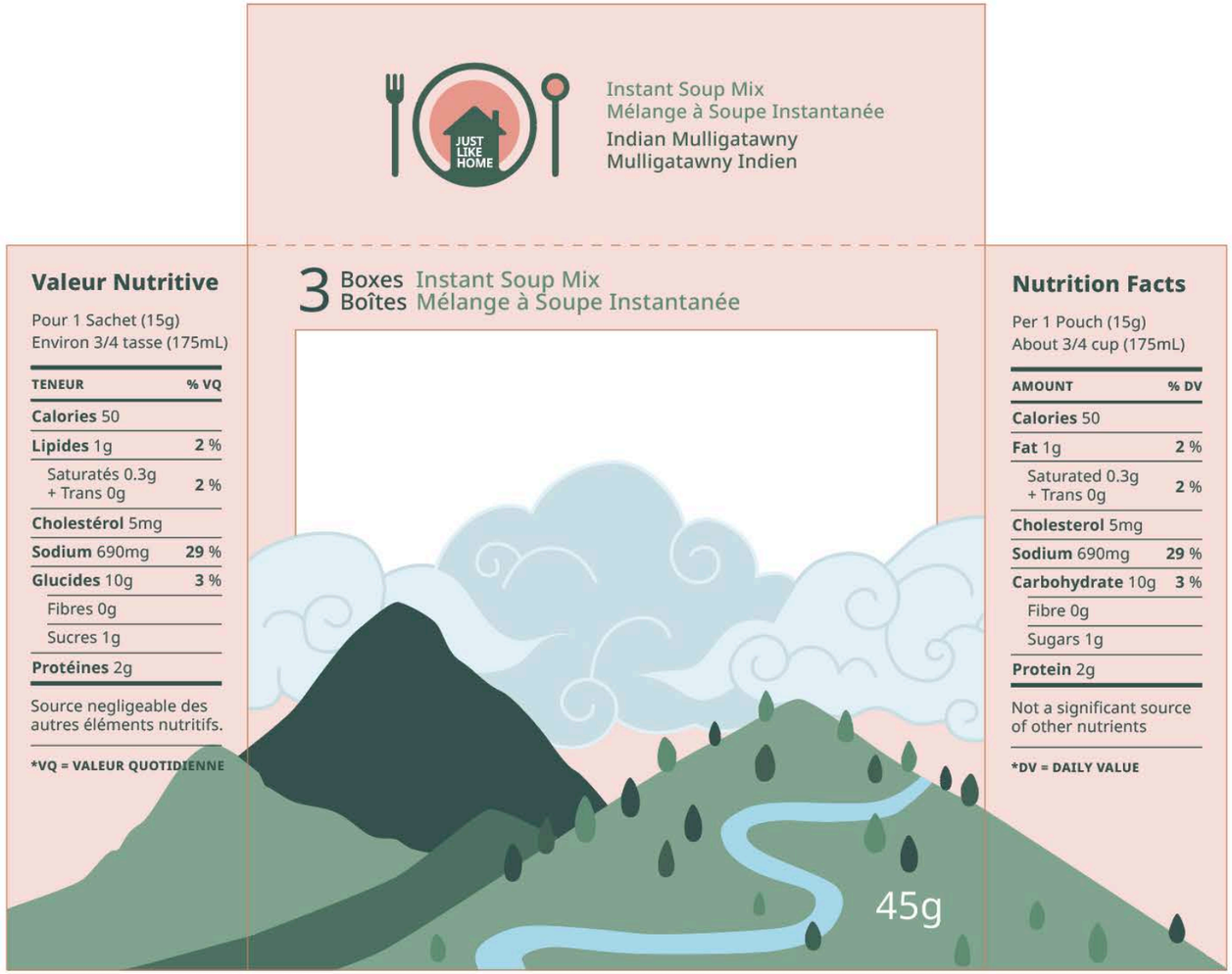


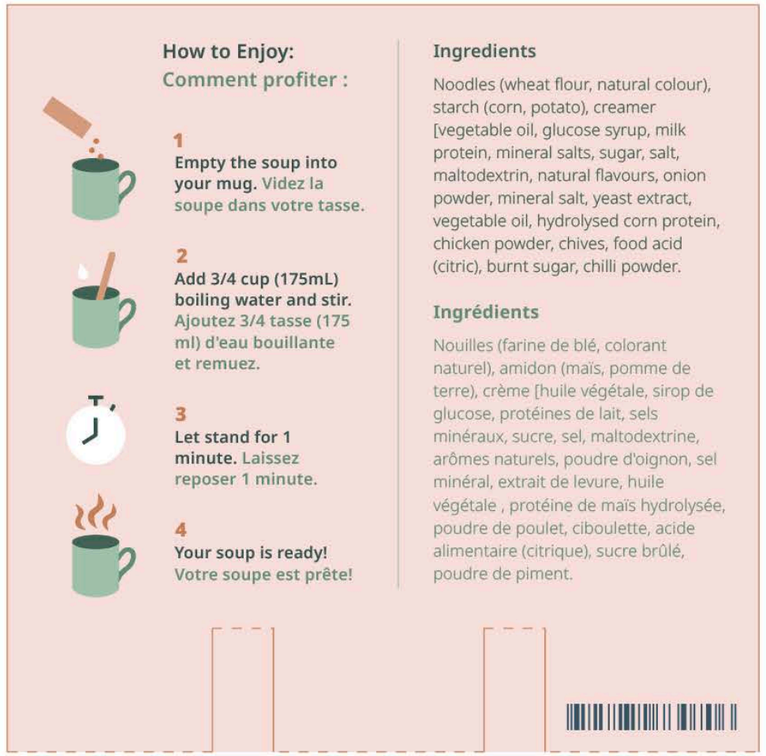

JUST LIKE HOME
Instant Soup Mix
Mélange à Soupe Instantanée
Thai Red Curry
Curry Rouge Thaï
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR % VQ
Calories 50
Lipides 1g 2 %
Saturatés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
Source negligeable des autres éléments nutritifs.
*VQ = VALEUR QUOTIDIENNE
3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT % DV
Calories 50
Fat 1g 2 %
Saturated 0.3g + Trans 0g 2 %
Cholesterol 5mg
Sodium 690mg 29 %
Carbohydrate 10g 3 %
Fibre 0g
Sugars 1g
Protein 2g
Not a significant source of other nutrients
*DV = DAILY VALUE

How to Enjoy:
Comment profiter :
1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir. Ajoutez 3/4 tasse (175 ml) d'eau bouillante et remuez.
3
Let stand for 1 minute. Laissez reposer 1 minute.
4
Your soup is ready! Votre soupe est prête!
Ingredients
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.

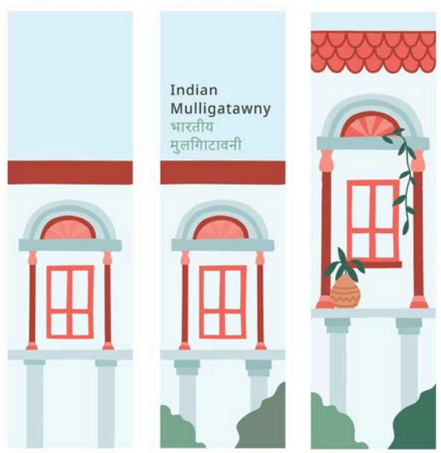

Thai Red Curry
Curry Rouge Thaï
JUST LIKE HOME
How to enjoy:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!
Ingredients:
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingredients:
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.
Comment Profiter :
1. Videz la soupe dans votre tasse.
2. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3. Laissez reposer 1 minute.
4. Votre soupe est prête!

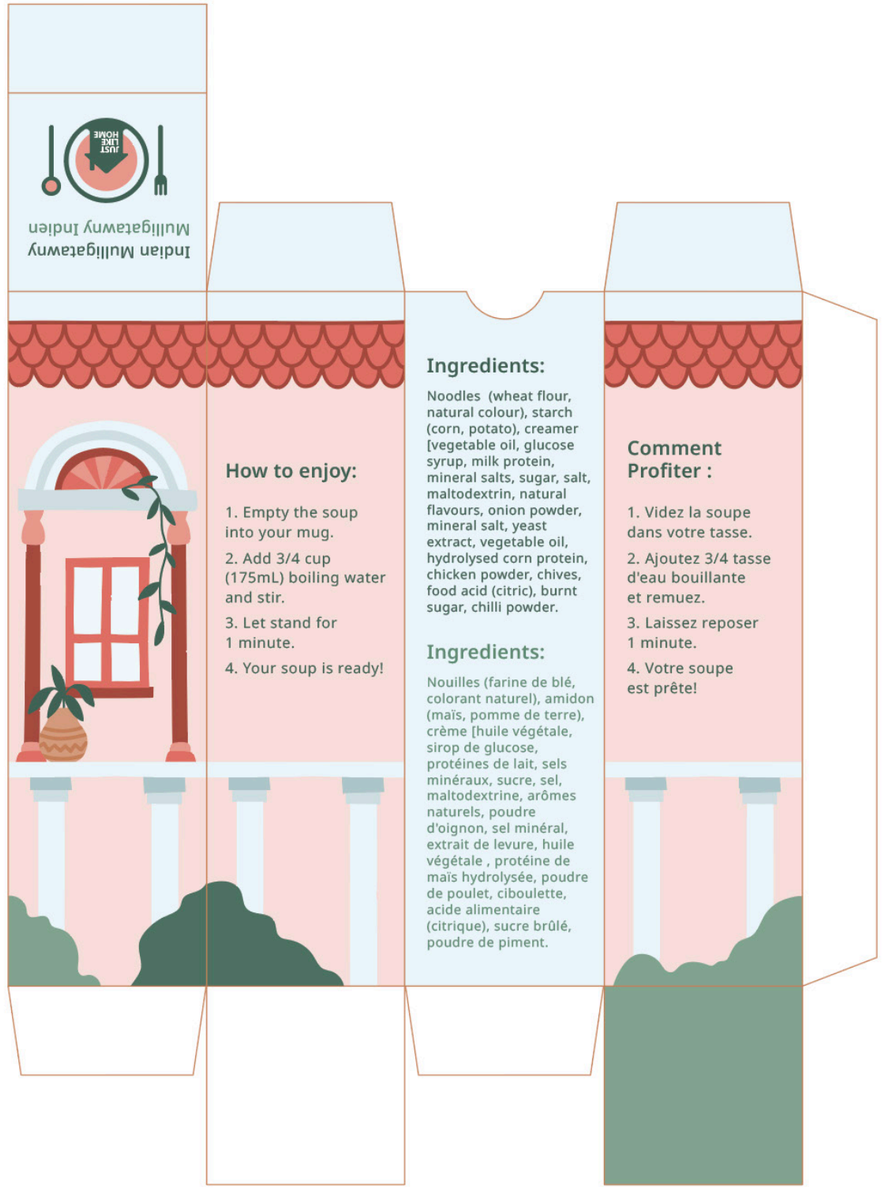



JUST LIKE HOME
Instant Soup Mix
Mélange à Soupe Instantanée
Indian Mulligatawny
Mulligatawny Indien
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR % VQ
Calories 50
Lipides 1g 2 %
Saturatés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
Source negligeable des autres éléments nutritifs.
*VQ = VALEUR QUOTIDIENNE
3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT % DV
Calories 50
Fat 1g 2 %
Saturated 0.3g + Trans 0g 2 %
Cholesterol 5mg
Sodium 690mg 29 %
Carbohydrate 10g 3 %
Fibre 0g
Sugars 1g
Protein 2g
Not a significant source of other nutrients
*DV = DAILY VALUE


How to Enjoy:
Comment profiter :
1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir. Ajoutez 3/4 tasse (175 ml) d'eau bouillante et remuez.
3
Let stand for 1 minute. Laissez reposer 1 minute.
4
Your soup is ready! Votre soupe est prête!
Ingredients
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.

DESIGN: INTERIOR CONTAINER (INDIAN MULLIGATAWNY)





DESIGN: MOCKUP

The entire top panel opens up for a larger pour. A notch in the shape of a semi-circle was also added to assist the user in easily opening up the lid.

How to enjoy:

Ingredients:
Noodles (wheat flour, natural colour), starch (corn, potato), creamer (vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingredients:
Comment Profiter :
1. Videz la soupe dans votre tasse.
2. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3. Laissez reposer 1 minute.
4. Votre soupe est prête!

Thai Red Curry
Curry Rouge Thaï

Thai Red Curry
Curry Rouge Thaï
How to enjoy:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!
Ingredients:
Ingredients:

DESIGN: MOCKUP

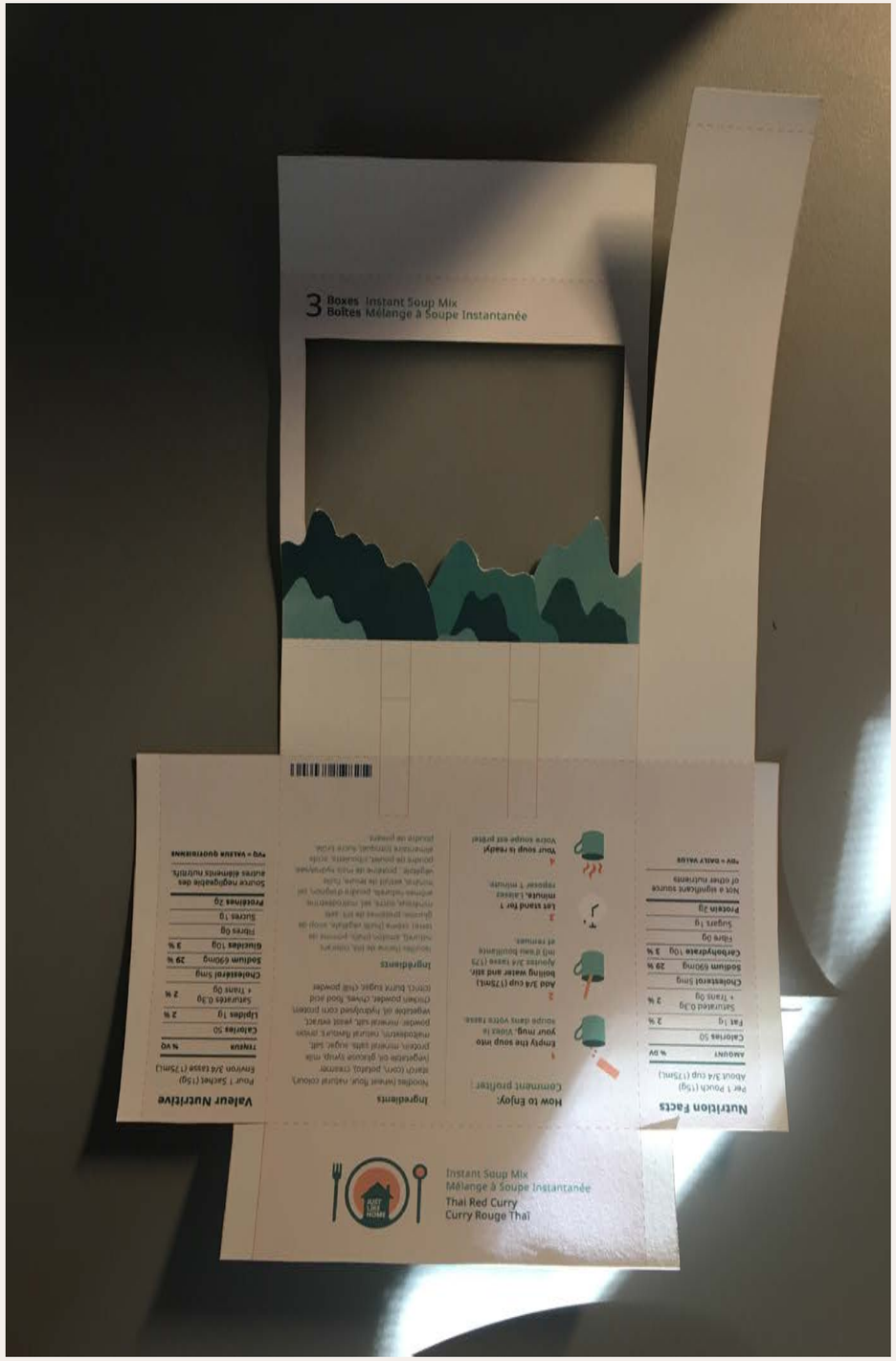
Although the final product would include three separate exterior containers, I wanted to try putting them all together into one. I liked the look of having three separate packets in one box, and this inspired me to create multiple variations for each flavour. I also removed the side notches that were used to secure the covering because I found that they were not visually appealing, especially when looking at the package from the side.

Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT
% DV
Calories 50
Fat 1g
Saturated 0.3g + Trans 0g
2 %
Cholesterol 5mg
2 %
Sodium 690mg
Carbohydrate 10g
29 %
Fibre 0g
3 %
Sugars 1g
Protein 2g
Not a significant source of other nutrients
*DV = DAILY VALUE
How to Enjoy:
Comment profiter :
1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir.
3
Let stand for 1 minute.
4
Ingredients

How to Enjoy:
Comment profiter :
1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir. Ajoutez 3/4 tasse (175 ml) d'eau bouillante et remuez.
3
Let stand for 1 minute. Laissez reposer 1 minute.
4
Your soup is ready! Votre soupe est prête!
Ingredients
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.

DESIGN: EXPLORATION

I explored adding a frosted window to create more contrast between the different containers, however, it made it difficult to view the contents of the box. Instead, I decided that it might be interesting to add the pane for the interior packets in order to create more visual interest.

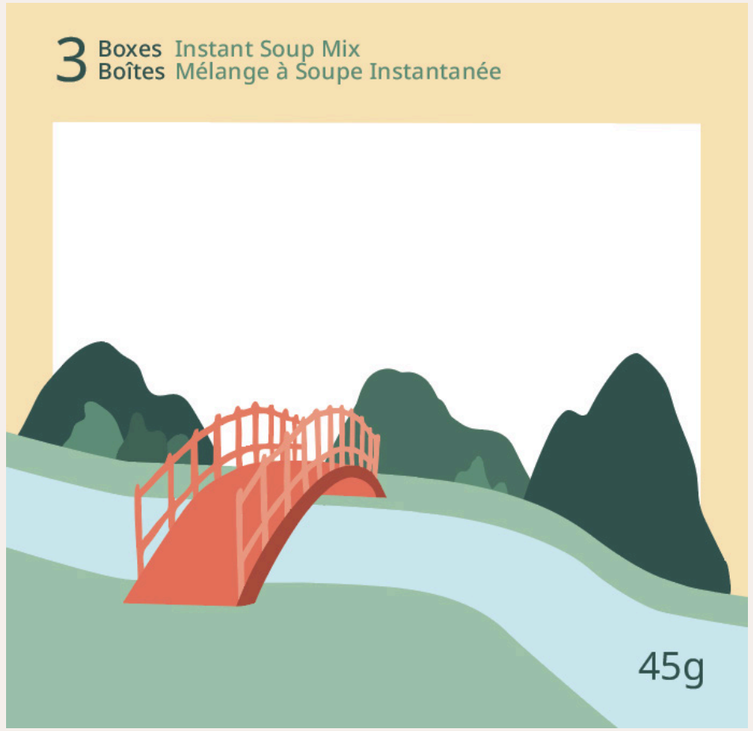


Week 9

Revisions to illustrations &
mock photoshoots

DESIGN: EXTERIOR CONTAINERS

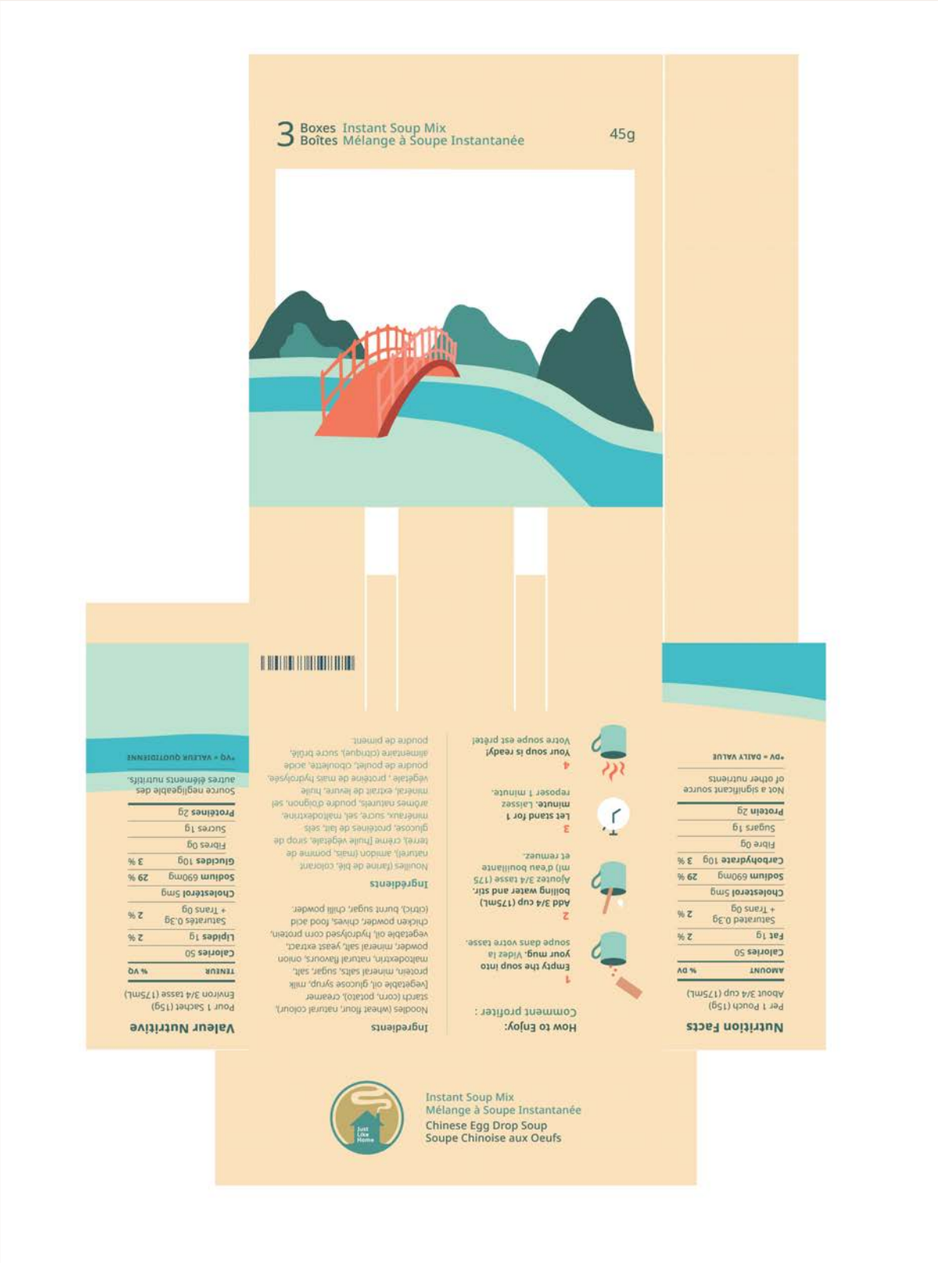
The window cut out from the exterior container did not show much of the inside contents, so I modified the design by lowering the scenery. This offers a better solution to shwoing the environment on the eterior container while being able to show off the inside.

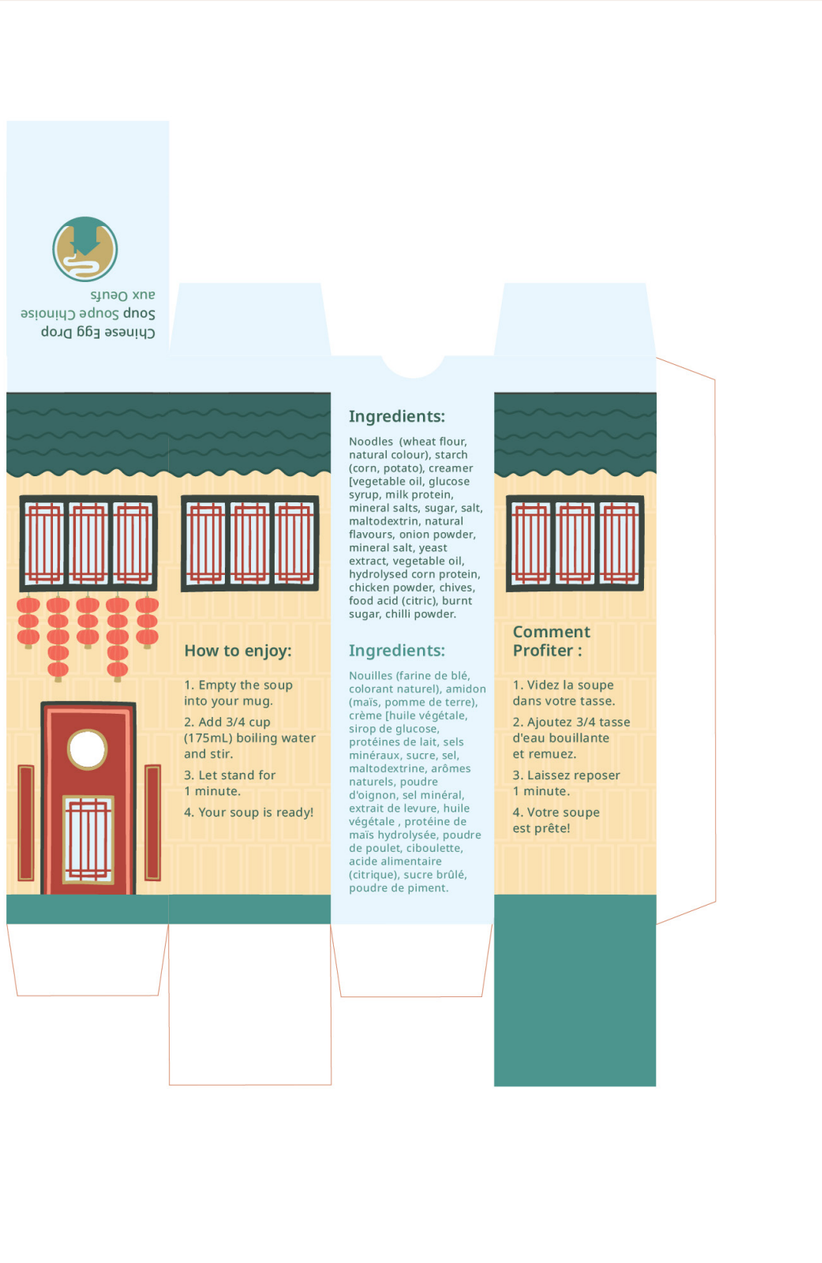


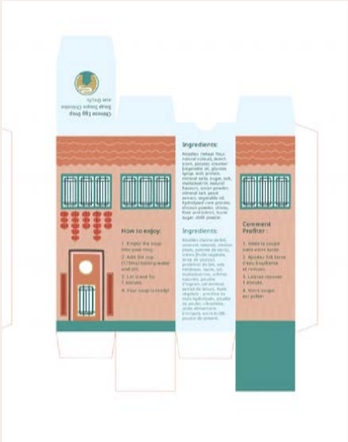
Once again, I adjusted the colour scheme. By adding in morer vibrant hues, I aimed to complement the pastel colours for a more visually appealing experience. I also worked to create multiple colour variations for each of the interior packets, which will be shown in the following pages.

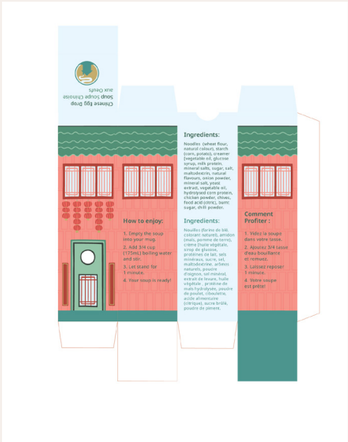
BRANDING: UPDATED LOGO

Although I liked the way the intersection of food and home within the original logo, I did not feel that it properly represented the product. By more subtley referring to soup using the steam of a chimney, I created a more illustrative approach. This new logo emphasizes the warmth and coziness of the soup.


3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Instant Soup Mix
Mélange à Soupe Instantanée
Chinese Egg Drop Soup
Soupe Chinoise aux Oeufs
Nutrition Facts
Valeur Nutritive
How to Enjoy:
Comment profiter :
Ingredients

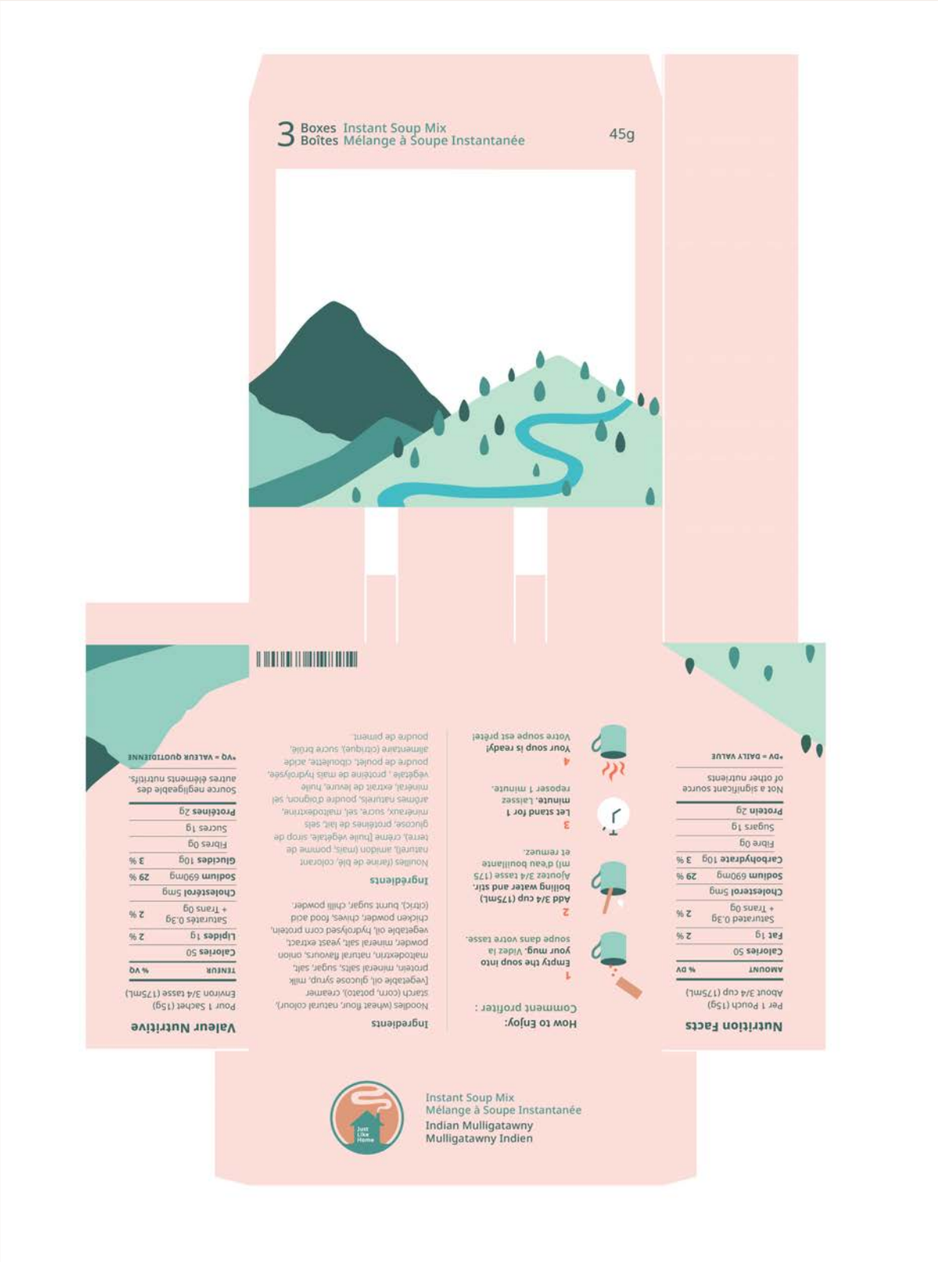

Chinese Egg Drop
Soup Soupe Chinoise
aux Oeufs
Ingredients:
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
How to enjoy:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!
Ingredients:
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.
Comment Profiter :
1. Videz la soupe dans votre tasse.
2. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3. Laissez reposer 1 minute.
4. Votre soupe est prête!

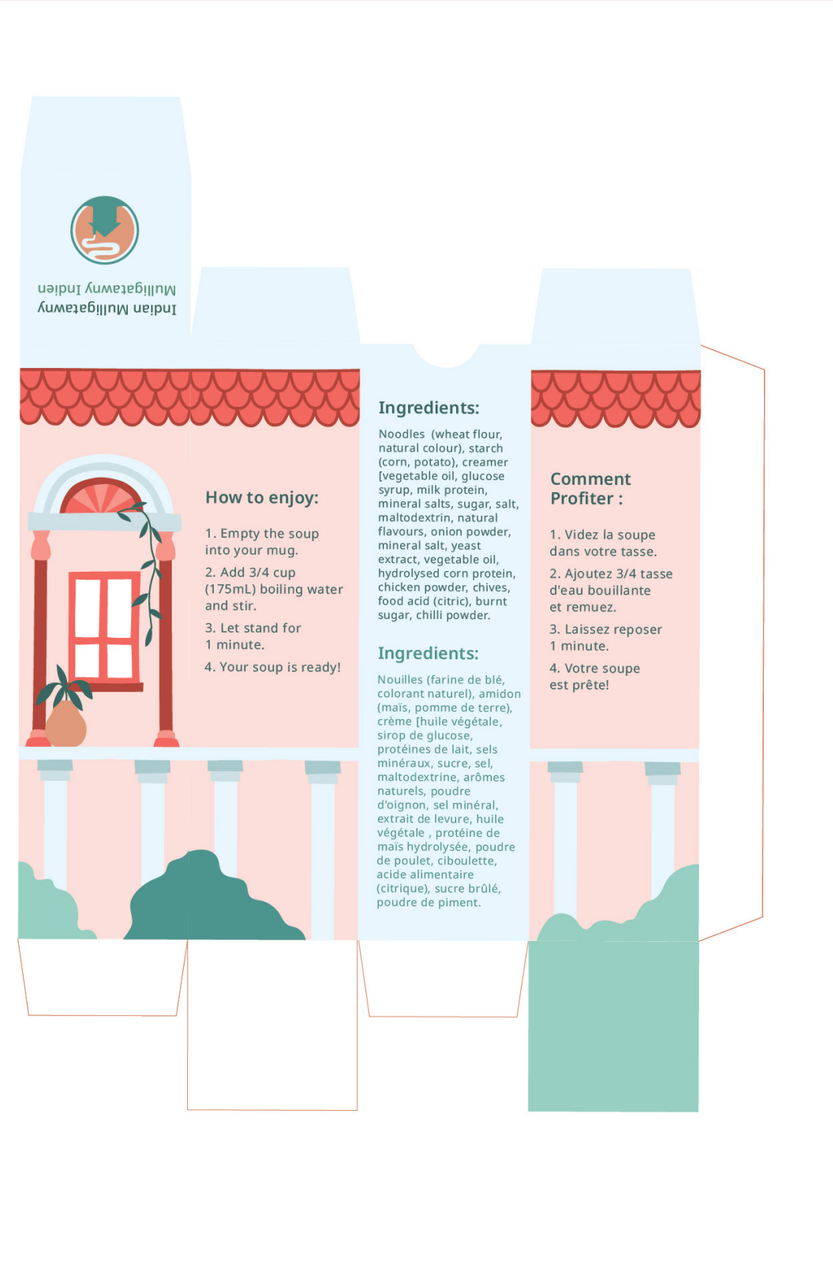


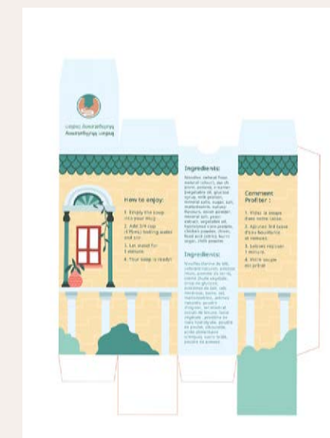


3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Instant Soup Mix
Mélange à Soupe Instantanée
Thai Red Curry
Curry Rouge Thaï
Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
How to Enjoy:
Comment profiter :
Ingredients
Valeur Nutritive

Thai Red Curry
Curry Rouge Thaï
How to Enjoy:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!
Ingredients:
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingredients:
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.
Comment Profiter :
1. Videz la soupe dans votre tasse.
2. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3. Laissez reposer 1 minute.
4. Votre soupe est prête!


3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Instant Soup Mix
Mélange à Soupe Instantanée
Indian Mulligatawny
Mulligatawny Indien
Nutrition Facts
Per 1 Pouch (15g)
About 3/4 cup (175mL)
AMOUNT % DV
Calories 50
Fat 1g 2 %
Saturated 0.3g + Trans 0g 2 %
Cholesterol 5mg
Sodium 690mg 29 %
Carbohydrate 10g 3 %
Fibre 0g
Sugars 1g
Protein 2g
Not a significant source of other nutrients
*DV = DAILY VALUE
How to Enjoy:
Comment profiter :
1 Empty the soup into your mug. Videz la soupe dans votre tasse.
2 Add 3/4 cup (175mL) boiling water and stir. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3 Let stand for 1 minute. Laissez reposer 1 minute.
4 Your soup is ready! Votre soupe est prête!
Ingredients
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR % VQ
Calories 50
Lipides 1g 2 %
Saturés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
Source négligeable des autres éléments nutritifs.
*VQ = VALEUR QUOTIDIENNE


Indian Mulligatawny
Mulligatawny Indien
How to enjoy:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!
Ingredients:
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), burnt sugar, chilli powder.
Ingrédients:
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre brûlé, poudre de piment.
Comment Profiter :
1. Videz la soupe dans votre tasse.
2. Ajoutez 3/4 tasse d'eau bouillante et remuez.
3. Laissez reposer 1 minute.
4. Votre soupe est prête!



I experimented with layering elements on the front panels of the exterior containers to add more dimension.

3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g

45g
3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée

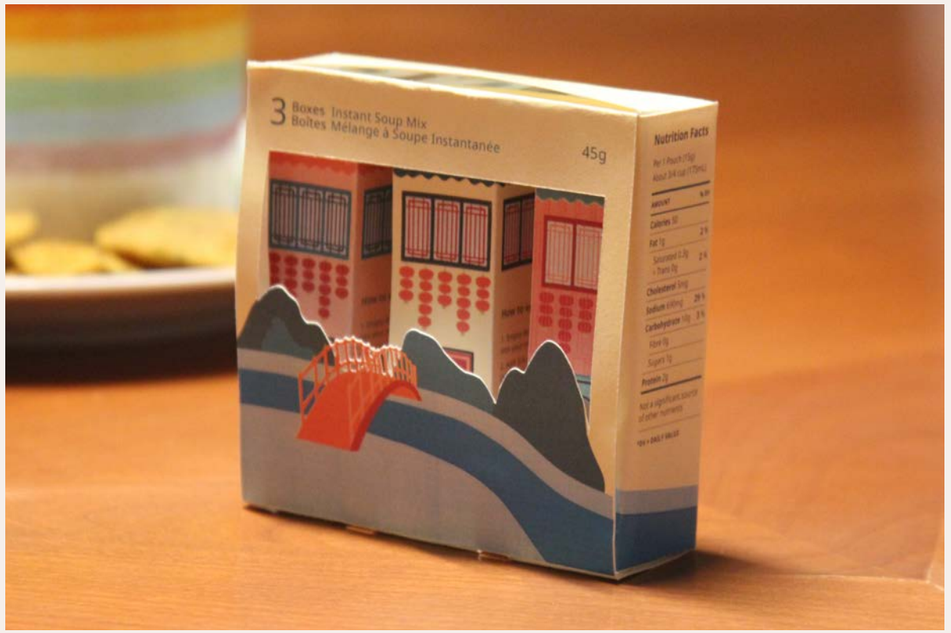
PHOTOSHOOT

For the photoshoot of this week, I tried to incorporate brighter colours to appeal to a target audience of children. I tried using a white background at first, however, it appeared plain and did not match the spirit of the product. In the following pages, I added a mug with bright colours, a plate with a leaf pattern around the rim, crackers, and an Asian style soup spoon. To match the trees and hills of the exterior packaging, the plants and plate add to the nature feel of the container. The mug introduces colour and vibrancy, and the spoon reflects the cultural aspect of the various soup flavours.

PHOTOSHOOT

3 Boxes, Instant Soup Mix
Boîtes, Mélange à Soupe Instantanée
45g

PHOTOSHOOT


3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g
Nutrition Facts

3 Boxes Instant Soup Mix
Boîtes Mélange à Soupe Instantanée
45g

Week 10

Further Revisions

Following critique, I did more in-depth research on the soup ingredients and colour palettes of the soups to design products that were better suited to each flavour.

Thai Red Curry (ประเทศไทย)

Ingredients:

- Aromatics such as onion, garlic, and ginger
- Vegetables, which may include bell peppers, carrots
- Protein, which may include tofu, shrimp or chicken
- Coconut milk
- Thai red curry paste
- Tamari or soy sauce
- Olive oil
- Salt & pepper
- Chicken stock
- Lime juice
- Garnishes such as basil and cilantro

Notes

- Different shades of yellow, orange, and red
- Garnished with many greens
- Colours are bright and bold

https://www.chichilicious.com/recipes/thai-red-curry/

https://keviniscooking.com/thai-red-chicken-curry-kaffir-lime-leaves/

https://www.thespruceeats.com/thai-red-curry-with-chicken-recipe-3217262

https://www.funfoodfrolic.com/chicken-in-red-thai-curry/

Egg Drop Soup (蛋花湯)

Ingredients:

- Broth
- Ground ginger and garlic powder
- Soy sauce
- Corn starch
- Eggs
- Sesame oil
- Green onions
- Variations may include adding corn, tofu, mushrooms, or red chili flakes.

Notes

- Mainly include brighter yellows along with orangish-yellow hues
- Green garnishes

https://theforkedspoon.com/egg-drop-soup-recipe/

https://carlsbadcravings.com/egg-drop-soup/

https://www.dinneratthezoo.com/easy-egg-drop-soup/

Indian Mulligatawny (भारतीय)

Ingredients:

- Onion, ginger, and garlic cloves
- Carrots
- Tomatoes
- Apples
- Curry powder
- Spices including cumin, paprika, cinnamon, turmeric, cardamom, and thyme
- Red lentils
- Broth
- Jalapeno
- Salt and pepper
- Garnishes like cashews, cilantro, and scallions

Notes

- Deeper orangish-brown and yellow hues
- Green and light brown garnishes

https://www.connoisseurusveg.com/mulligatawny-soup/

https://thewanderlustkitchen.com/indian-mulligatawny-soup/

https://vikalinka.com/mulligatawny-soup/

https://www.simplyrecipes.com/recipes/chicken_mulligatawny_soup/

Colour Inspiration

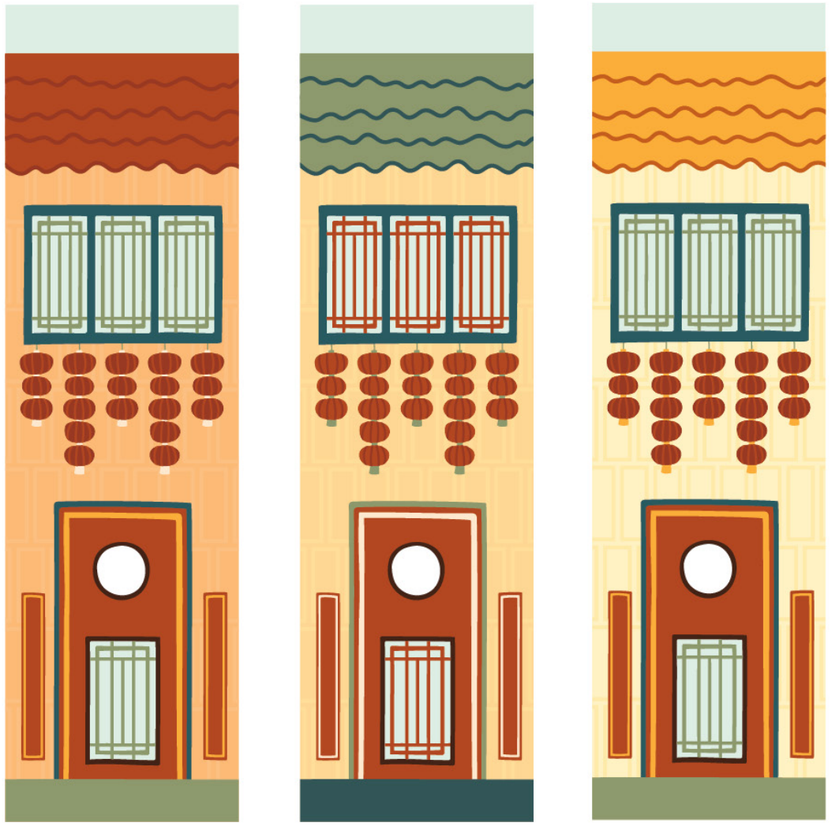
Each set of flavours may have their own colour palettes, however, they can also share common swatches. As the three mainly feature bold reds, yellows, oranges, and browns, I will pair these colours with greens to reflect the garnishes. In addition to matching the colour of the soups, these colours also symbolize the familiar warmth of the dish.

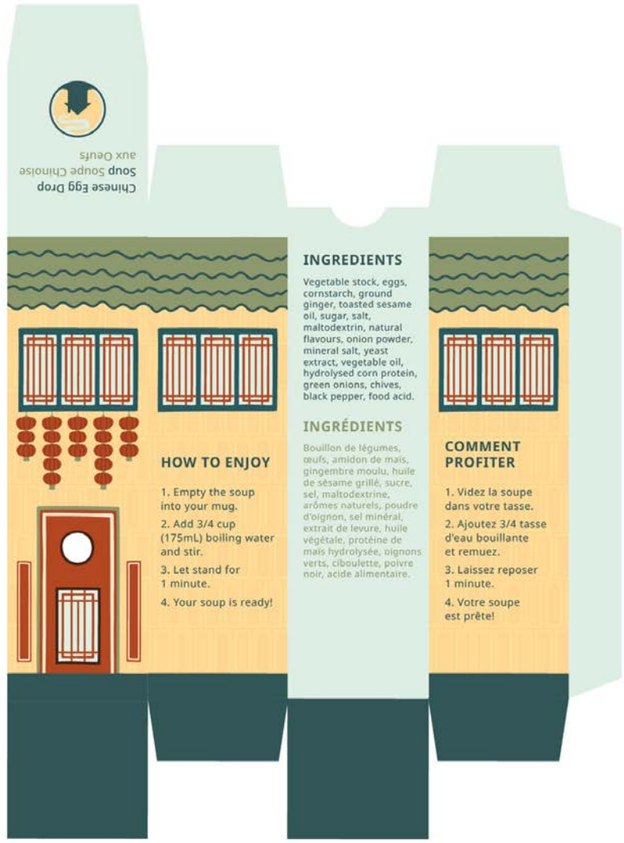
https://www.pinterest.ca/

Colour Experimentation

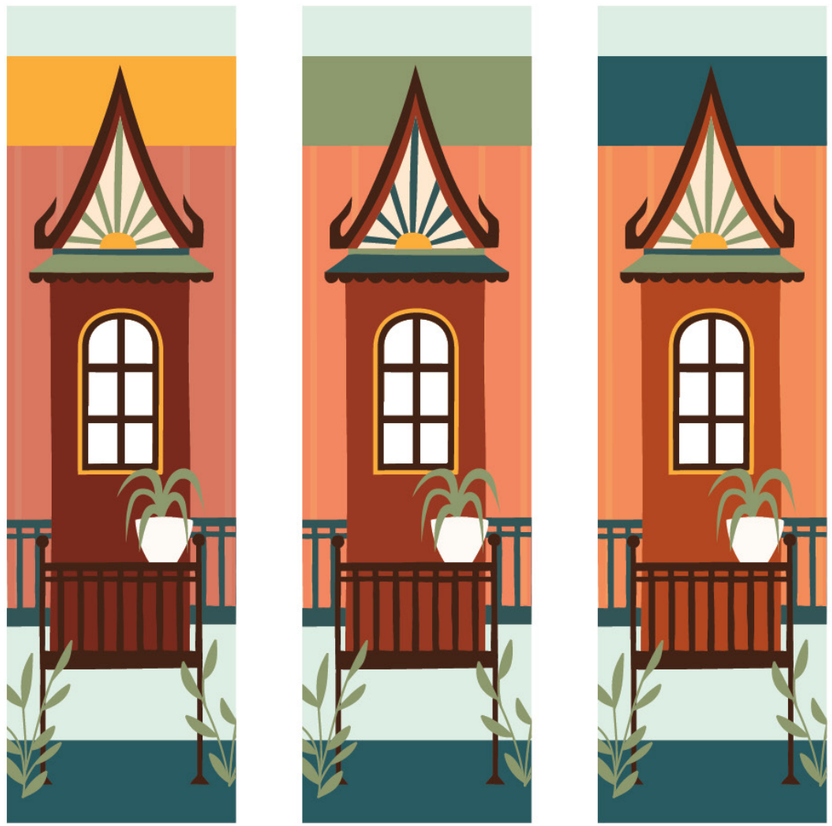
With the new colour inspiration in mind, I came up with a much bolder and brighter colour scheme. Following this, I tried toning it down a bit so that the audience would not become overwhelmed by the abundance of vibrant and saturated hues.

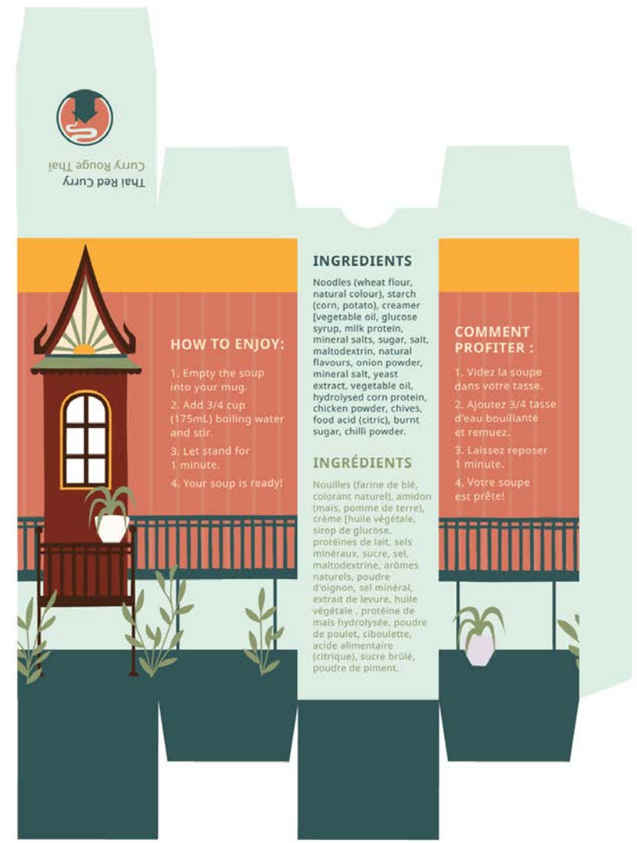
Updated Colours: China



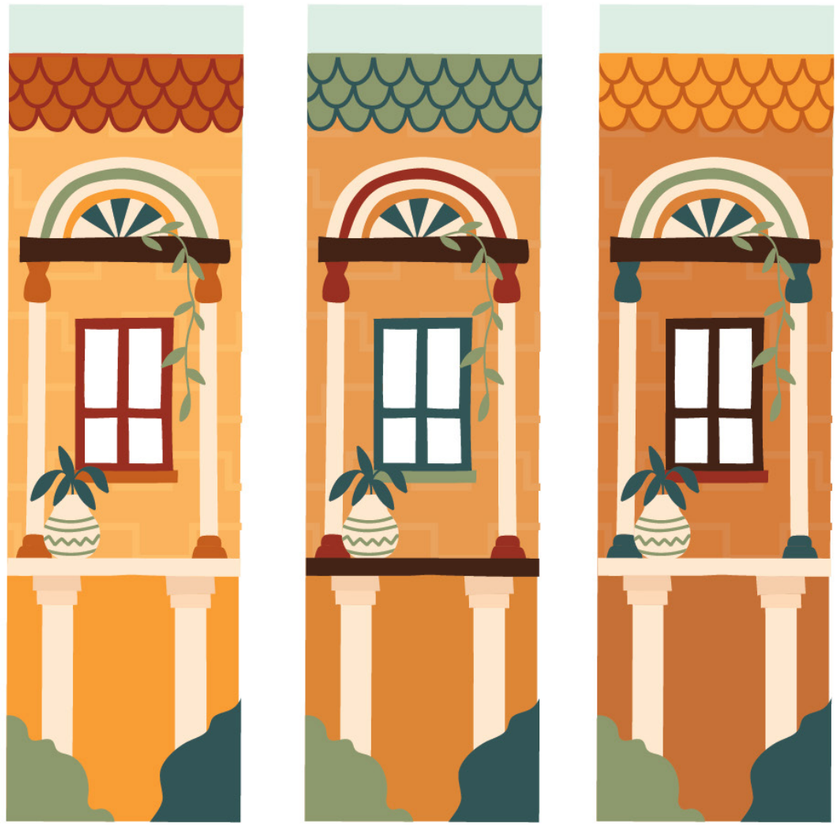


Updated Colours: Thailand



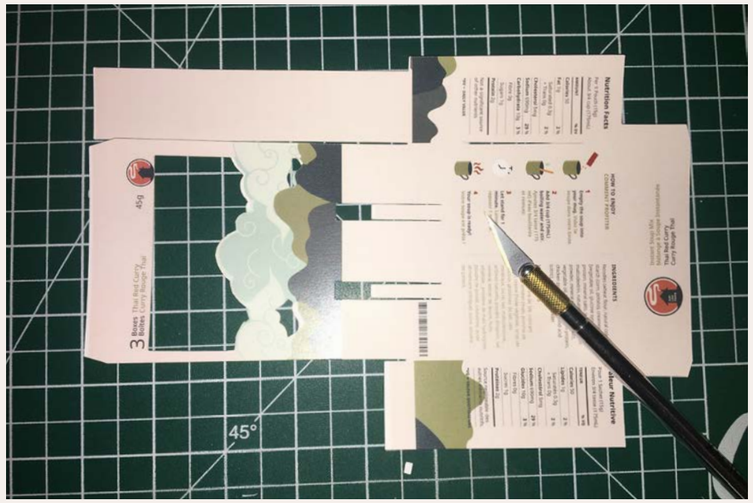


Updated Colours: India



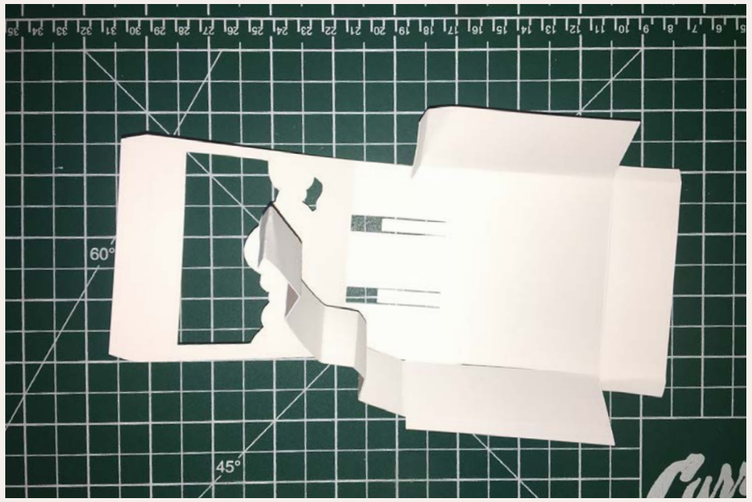
Exterior Container Assembly

1. Print out the designs.



2. Cut along the lines.

3. Score along the folds.

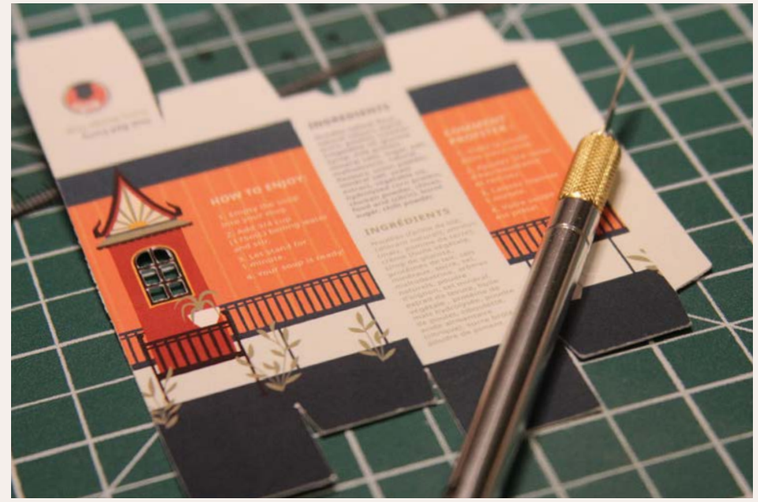


4. Bend at folds.

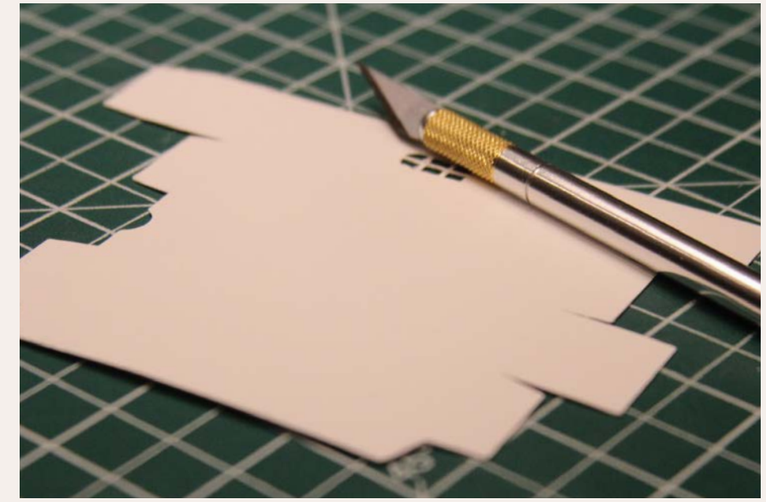
5. Glue all pieces together and it’s complete!

Interior Container Assembly

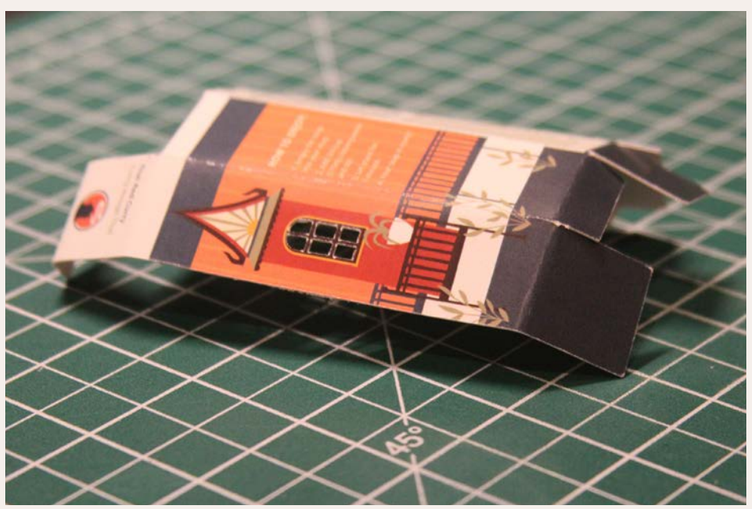
1. Print out the designs.



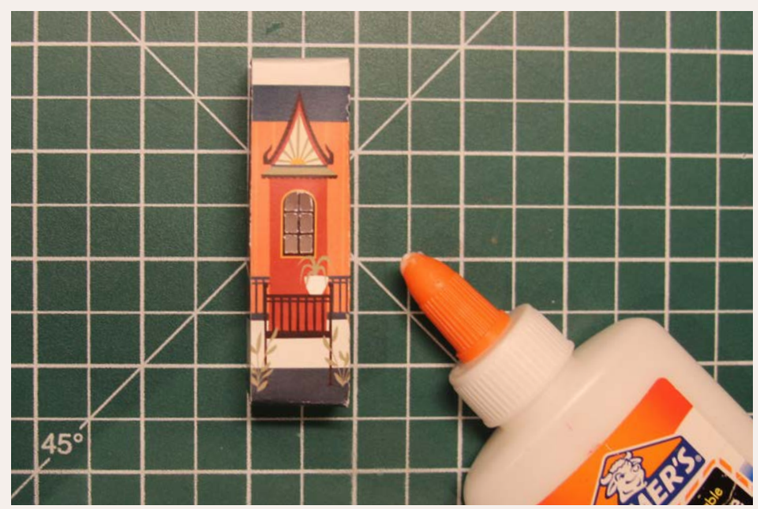
2. Cut along the lines.



3. Score along the folds.



4. Bend at folds.



5. Glue together and it’s complete!

Week 11

Further Revisions

PHOTOSHOOT

Taking Photos

With the updated containers, I experimented with more layouts and angles to capture the essence of the product and packaging. I began by taking simple shots in front of a white backdrop (pictured to the right) with the most basic angles to show the various panels. I then added a backdrop featuring some of the illustrations used for the exterior package. Finally, I collected a mix of kitchen ingredients and supplies to create a set that supports the idea of soup.

PHOTOSHOOT

3 Boxes Boites
Indian Mulligatawny
Mulligatawny Indien
45g

3 Boxes Boites
45g
Nutrition Facts

3 Boxes Boites
Chinese Egg Drop Soup
Soupe Chinoise aux Oeufs
45g

3 Boxes Boites
Chinese Egg Drop Soup
Soupe Chinoise aux Oeufs
45g

PHOTOSHOOT

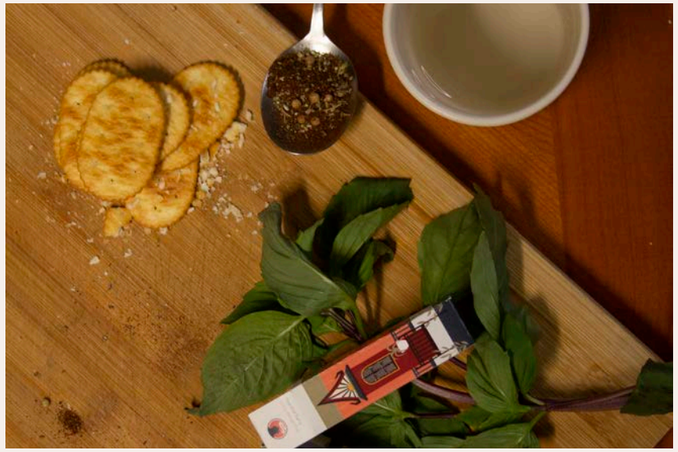
3 Boxes Thai Red Curry
Boîtes Curry Rouge Thai
45g

3 Boxes Thai Red Curry
Boîtes Curry Rouge Thai
45g

3 Boxes Thai Red Curry
Boîtes Curry Rouge Thai
45g

PHOTOSHOOT

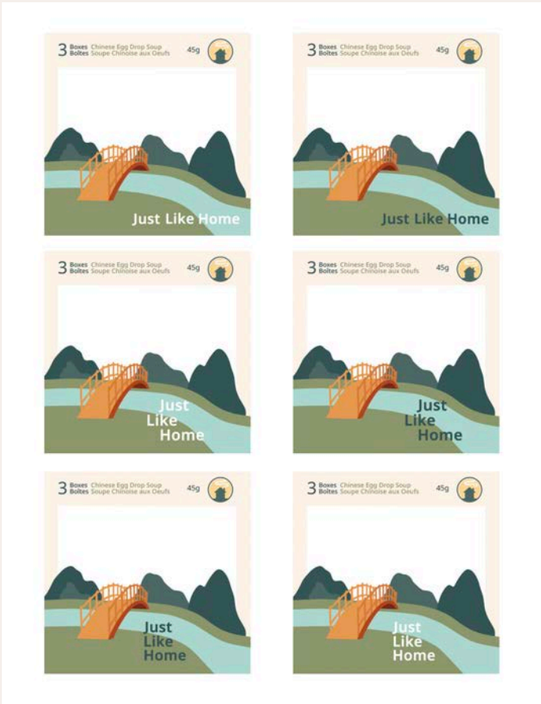
PHOTOSHOOT

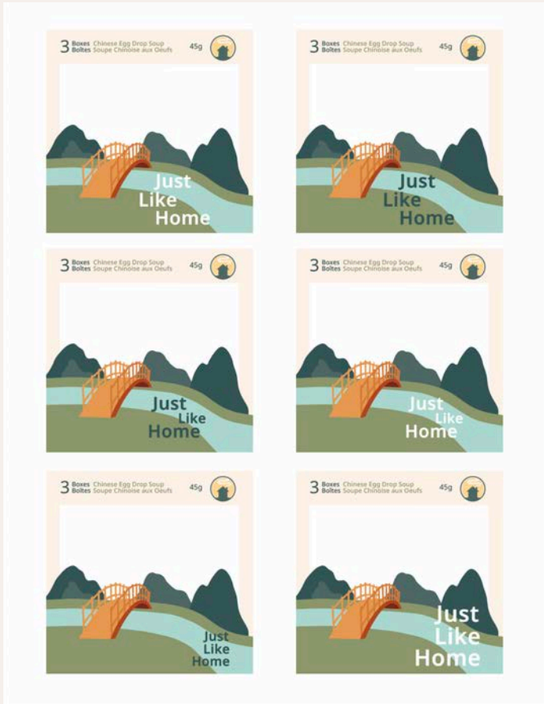


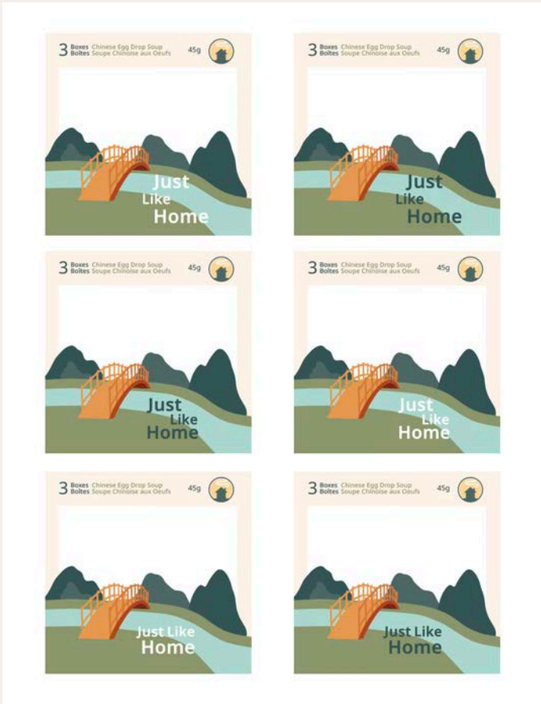
PHOTOSHOOT

Week 11.5

Final Revisions & Photoshoot

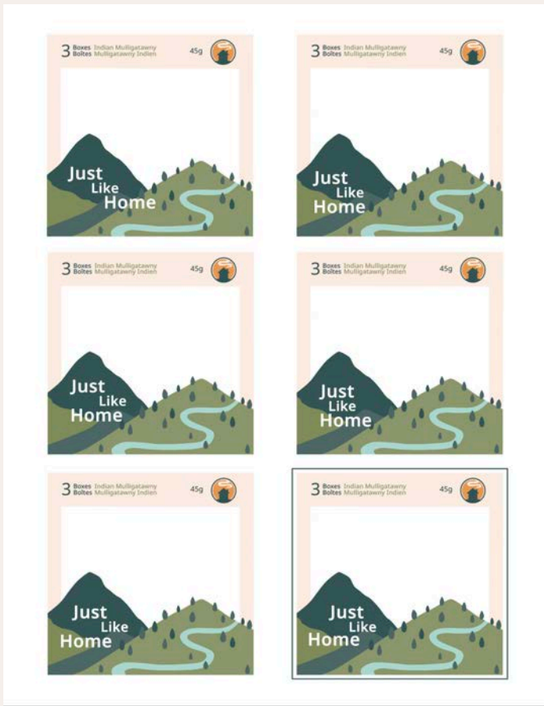


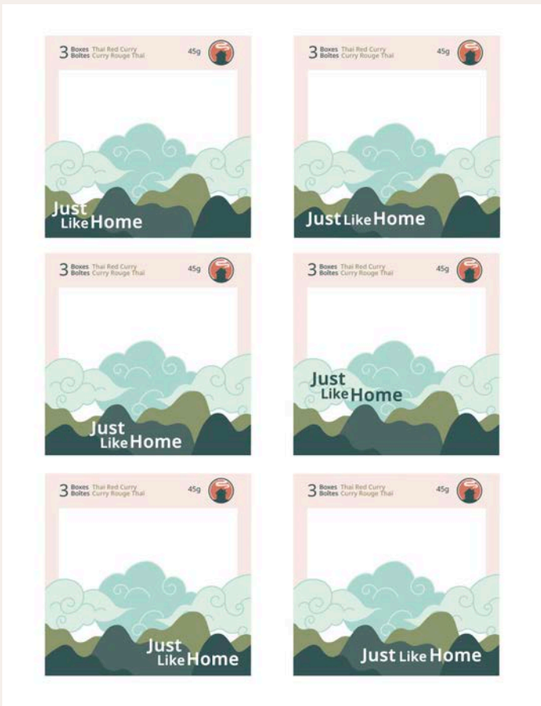


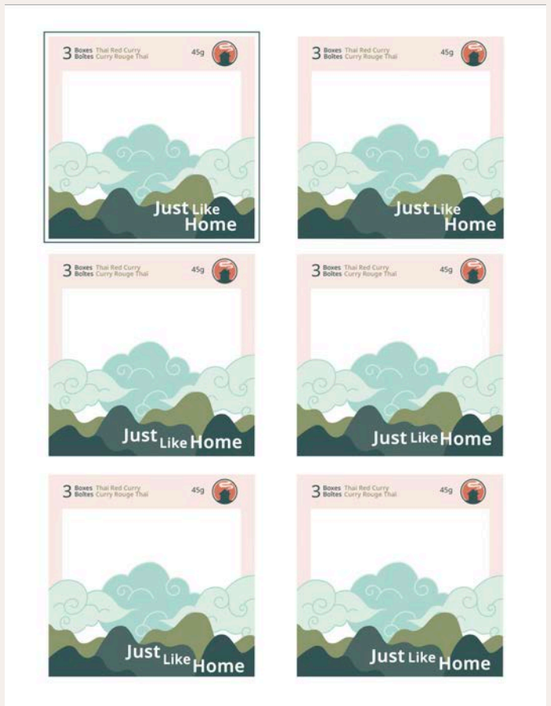


Added branding

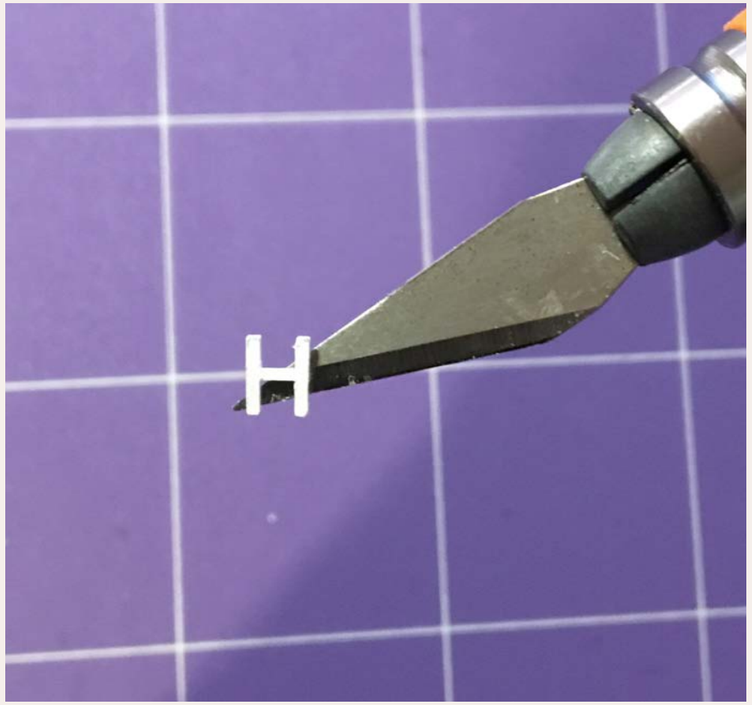
Following the week 11 critique, I added the brand name to the front panel of the exterior container. To do this, I explored various layouts had small letters cut out and glued onto the different containers.







The letters were cut out and individually glued on to the box, adding an extra layer of texture.



PHOTOSHOOT

More photography

After I revised the exterior packaging, I continued to photograph the product. It was recommended to use the yellow flooring for a brighter effect, so I made sure to experiment with that.

PHOTOSHOOT

Just Like Home

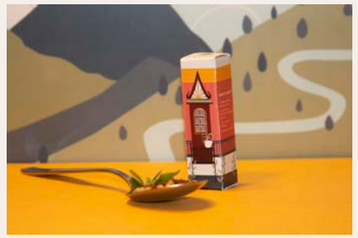
Just Like Home
Just Like Home

Just Like Home

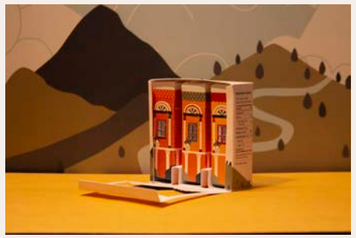
Just Like Home

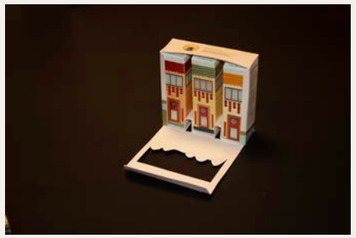
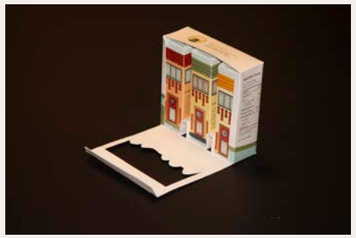
Just Like Home

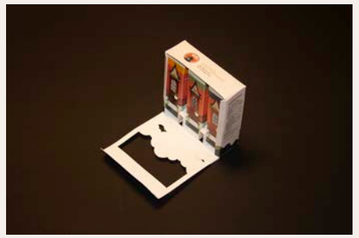
PHOTOSHOOT



PHOTOSHOOT





PHOTOSHOOT

Narrowing it down

From the photos above (and many others not shown), I selected a handful that would be properly edited as final images. In the following pages, the raw images will be compared to the versions that have been adjusted and cropped.

Without access to the professional machines offered at the lab, imperfections were inevitable. I paid special attention to editing out visual flaws such as dust particles, rough creases, unclean cuts (see example to the right). Along with those changes, I also edited the colours to produce more vibrant images that allowed the product to stand out.

PHOTOSHOOT

Original

Edited

To provide more contrast, the background was darkened, the saturation was lowered for the cutting board, and vibrancy was increased for the other elements. The basil leaves were adjusted to look more fresh and as this was before the final container revisions, the branding was edited in.

PHOTOSHOOT

Original

Edited

The yellow background affected the colouration of the entire image, so I adjusted the colours of the box and background to add back the vibrant scheme shown in the other photos. I also digitally added in and adjusted the directions at the back for easier reading.

Original

Edited

The top panels were straightened out and the tape was edited so that it would not show up in the final photograph. Colour adjustments were also made, including the desaturation of the white block to be less intrusive in the image.

Original

Edited

As I felt they were distracting in the image, I cleaned up the white folds at the bottom. Other than that, it was mainly the colours and smaller details that were fixed up.

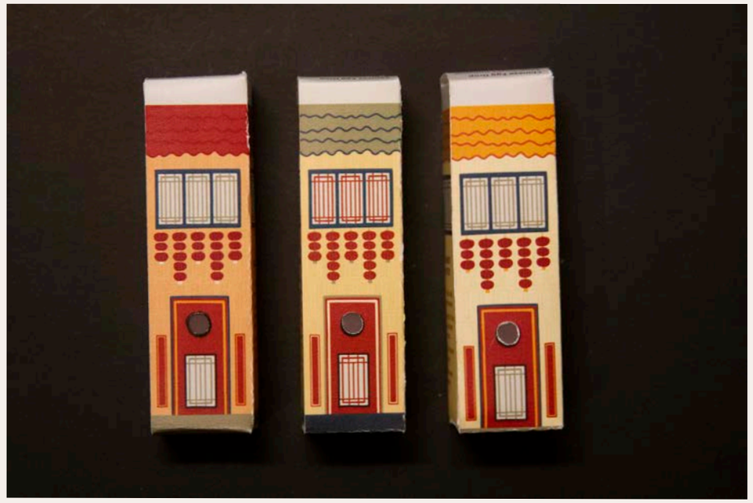
Original

Edited

Similar adjustments to the last one were made, in addition to cleaning up the fold and straightening out the image.

PHOTOSHOOT

Original

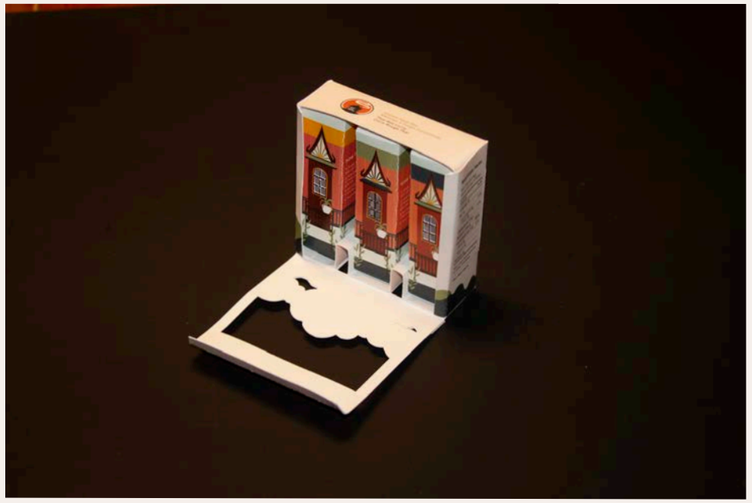


Edited

As these shots are fairly close-up to the image, it was especially important to edit out the imperfections. The backgrounds were adjusted for better consistency across the three, as they are all shown together as one piece.

PHOTOSHOOT

Original



Edited

Like the previouss set of three photos, I paid the same attention to the smaller details and flaws for these ones.

PHOTOSHOOT

Original

Edited

Similar to the first image, the branding was added to the front panel, the background was darkened, and saturation was increased for the packaging, basil leaves, and curry.

PHOTOSHOOT

I experienced with various cropping positions to find the ones that best suit the packaging and surrounding environments.

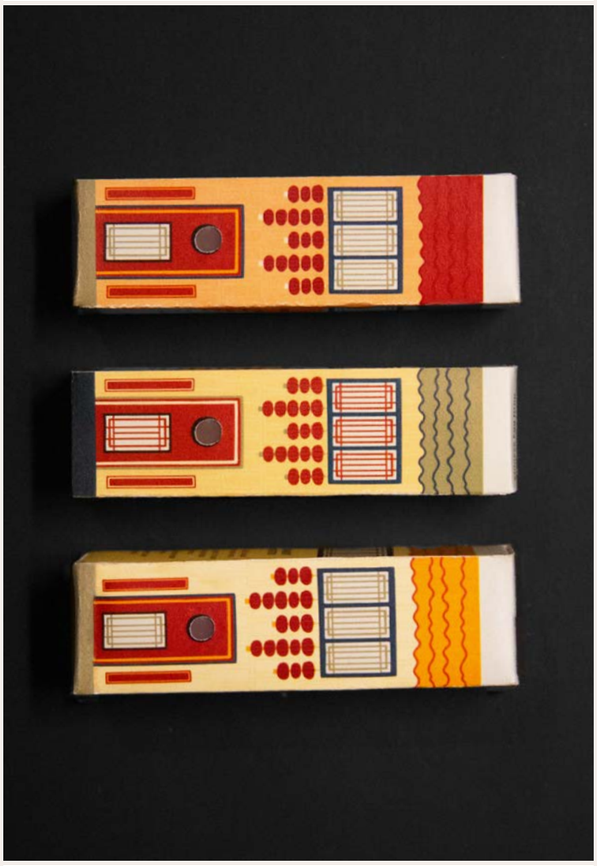
Final Images

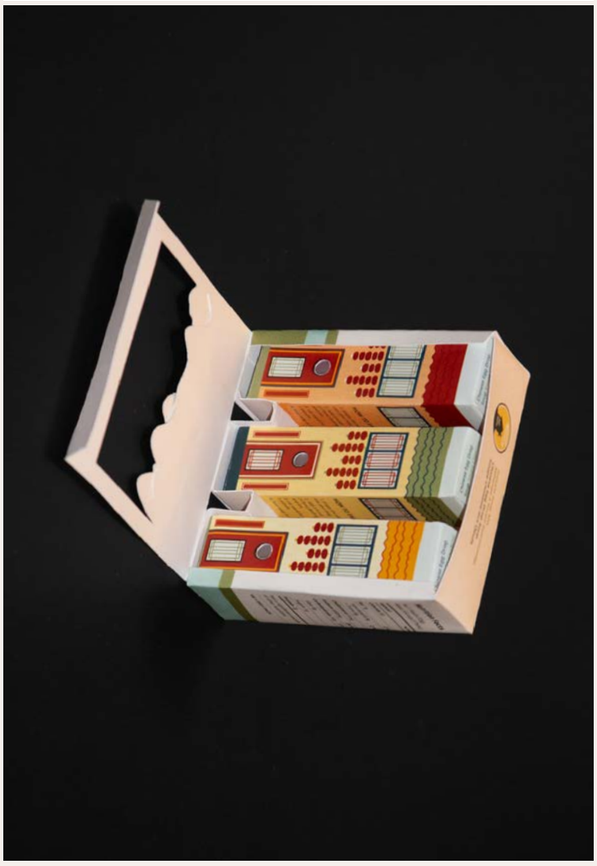
Thai Red Curry
Curry Rouge Thaï
Just Like
Hom

HOW TO ENJOY
COMMENT PROFITER
1
Empty the soup into your mug. Videz la soupe dans votre tasse.
2
Add 3/4 cup (175mL) boiling water and stir. Ajoutez 3/4 tasse (175 ml) d'eau bouillante et remuez.
3
Let stand for 1 minute. Laissez reposer 1 minute.
4
Your soup is ready! Votre soupe est prête !
INGREDIENTS
Noodles (wheat flour, natural colour), starch (corn, potato), creamer [vegetable oil, glucose syrup, milk protein, mineral salts, sugar, salt, maltodextrin, natural flavours, onion powder, mineral salt, yeast extract, vegetable oil, hydrolysed corn protein, chicken powder, chives, food acid (citric), sugar, chilli powder.
INGRÉDIENTS
Nouilles (farine de blé, colorant naturel), amidon (maïs, pomme de terre), crème [huile végétale, sirop de glucose, protéines de lait, sels minéraux, sucre, sel, maltodextrine, arômes naturels, poudre d'oignon, sel minéral, extrait de levure, huile végétale , protéine de maïs hydrolysée, poudre de poulet, ciboulette, acide alimentaire (citrique), sucre, poudre de piment.
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR
Calories 50
Lipides 1g
Saturés 0.3g
+ Trans 0g
Cholestérol 5mg
Sodium
Glucides 10g
Fibres 0g
Sucres 1g
Protéines 2g

3 Boxes Indian Mulligatawny
Boîtes Mulligatawny Indien
45g
3 Boxes Chinese Egg Drop Soup
Boîtes Soupe Chinoise aux Oeufs
45g
Just Like Home
Valeur Nutritive
Pour 1 Sachet (15g)
Environ 3/4 tasse (175mL)
TENEUR
% VQ
Calories 50
Lipides 1g 2 %
Saturés 0.3g + Trans 0g 2 %
Cholestérol 5mg
Sodium 690mg 29 %
Glucides 10g 3 %
Fibres 0g
Sucres 1g
Protéines 2g
3 Boxes Thai Red Curry
Boîtes Curry Rouge Thaï
45g
Just Like Home

HOW TO ENJOY:
1. Empty the soup into your mug.
2. Add 3/4 cup (175mL) boiling water and stir.
3. Let stand for 1 minute.
4. Your soup is ready!





3 Boxes Thai Red Curry
Boîtes Curry Rouge Thai
45g
Just Like Home

HAILEY LUONG

Thanks for reading!