

PROCESS MANUAL

Designer: Jake Huang

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INTRODUCTION

This slice show consists of three main part:

creative brief, logo design and packaging

design for a pasta packaging. In the whole process of design this packaging, designer think not only from the consumer's perspective but also producers. To purpose of doing this is that design has to make a balance between consumer and producer. This means beside designing an attractive appearance for a packaging, the designer must consider the evaluate the cost and think about the packaging's sustainability.

To ensure the **packaging 's sustainability**,

designer decide to not use plastic material. plastic products generate toxic wastes and emissions which lead to environmental costs and environmental impacts. In the same way, if manufacturers don't deal with waste polyurethane foam properly, the people who live nearby their factories can be affected, especially their health.

Instead of using plastic material, the designer chose recyclable material which is paper to build his design.

Lastly, welcome to Jake's process manual, the processes of designing is about six weeks, all the details in his design is built up step by step. Slow but **fun**.

INSPIRATION
AND
DEVELOPMENT



1. Needs

There are thousands of products in the market, so having a unique packaging design is more likely to make the product more marketable because Unique packaging design can leave a deep impression for the customer.

2. Background

There are so many similar products in the market now, and many people don't really care about the packaging design. Many producers still use a plastic bag to pack their products. However, many researches show that Even though plastic products are recycled, the percentage of recycling is very low. Therefore, the focus point that I will work on is a product's sustainability. Therefore, use a sustainable material for designing packaging is one of the goals for my project.

3. Project Objective

I would like to design a packaging for spaghetti. The packaging for the product must be unique,

since as mentioned previously, there are so many similar packaging in the market now. Therefore, the packaging can use recycle material instead of plastic or square box. This is the aspects that can set me apart from competitors.



4. Project Strategy

As mentioned, I would replace the plastic packaging to recycling material in order to

improve the sustainability of the product.

Furthermore, I also consider the readability of the text on the packaging. I found that the cooking guide of some boxed pasta is not clear enough for new cooker. Therefore, the legibility of cooking guide must be easy to follow.

5. Message

Locally Sourced Ingredients

6. Audience

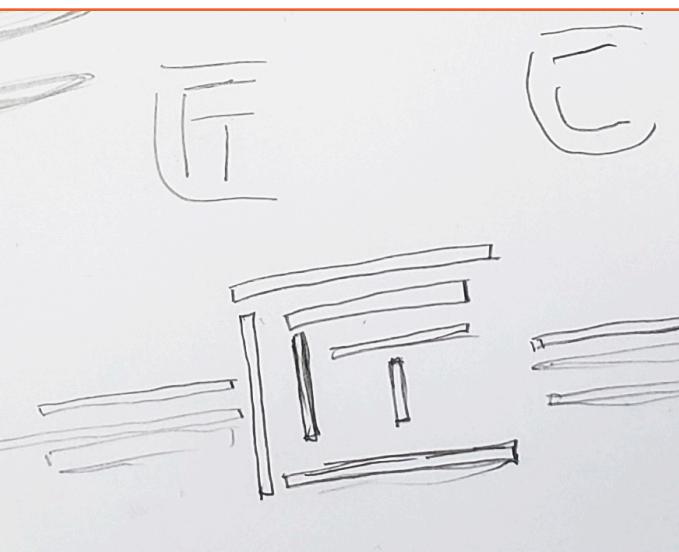
Senior. I tend to design packaging that measures Serving Size, so the users don't need to measure how much spaghetti they need.

People who don't often cook. Having a clear description for those people because they don't need to find more additional information for cooking spaghetti.

Before designing the logo and the company, we did series research which is to study the advantage of other company. There is an article that shows the apple logo represents knowledge and the falling fruit that led Isaac Newton to discover the gravity concept. This story conveys that the Apple company has the courage to bring forth new ideas.

After doing the research, I tend to create a name for the company which can convey the company's belief. I think of a "Takumi spirit" which conveys that people dedicate their lives to make better products or service. And then I make several drafts by using the Japanese or Chinese character.

After I finishing the first draft of the logo, some classmates suggested that the foreign character was difficult to read. The text was too playful, so it did' not represent the meaning behind "Takumi".



Original sketching logo



Developing logo #1



Developing logo #2



GRAPHIC STANDARD

The task from Design 116 is to Design a mark for a grocery product that is a food product, Dry Food item or a frozen item. This project requires a close examination of form and meaning.

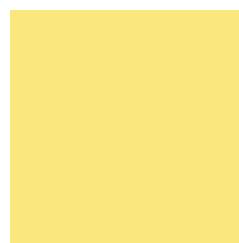
Begin with a single letterform or symbol to create a mark. The mark should express and visually communicate the unique qualities of the company's service or product.

The logo that I design is spaghetti, and the name of the company is Takumi which is a Japanese character and represents the spirit of people with skills working hard in pursuit of higher technology in Japan. This purpose of using this word is to convey that instead of pursuing commercial profit, Takumi people tend to provide better product and service.





CMYK: (2, 5 62, 0)
RGB: (252, 230, 127)
#fce67f



CMYK: (0, 77 93, 0)
RGB: (242, 98, 43)
#f2622b



An effective logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message. In its simplest form, a logo is there to identify but to do this effectively it must follow the basic principles of logo design.

Takumi's logo consists of two colors: yellow and orange. Yellow represents cooked pasta because it is likely to inspire consumers by the ideals behind it. Moreover, the usage of bright orange is to make the audience to associate with tomato sauce or other tasty ingredients. Overall, the design of using pasta is beneficial to generate connection between the logo and pasta, and make the logo legible.

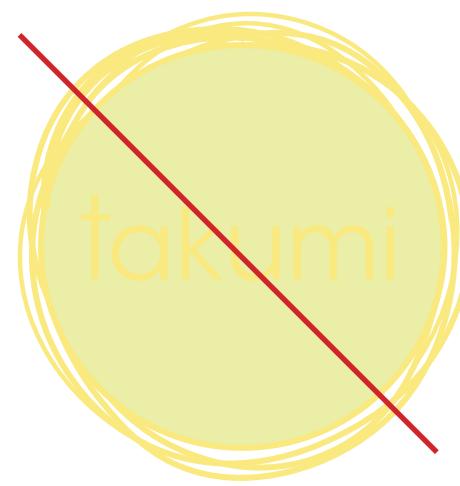
Color is an important consideration in your brand identity system. Colors have a significant impact on people's emotional state. Color in branding is also important because our response to a color is based on our life experiences and cultural associations.

As mentioned, the yellow represents the color of pasta, so the yellow is the only color for the pasta stroke. Orange is also the primary color for the circle of the logo, but the color of the circle works well on bright colors, too.



Secondary Color Palettes

Logos are a point of identification; they're the symbol that customers use to recognize your brand. Ideally, you'll want people to instantly connect the sight of your logo with the memory of what your company does – and, more importantly, how it makes them feel.



Should not:

The circle use same a color with the curve shape; change the proportion of the font; use too light color for the circle; choose a illegible font; center the text;rotate the font.



The font of the logo is ITC Avant Garde Gothic Std Book. The cause of this font chosen is that the stroke of font looks like uncooked pasta, so it creates contrast with the curvilinear shapes which looks like cooked pasta. Additionally, because of the letter t's special strokes, it is more likely to convey the ideal of uncooked pasta. For color of the logo, the original colors are recommended. However, bright colors work well to order to fit different kind of packaging design. Here are some example which shows that the logo work with different colors of background:

Saturated backgrounds



Pastel backgrounds



Improper backgrounds



I also drag the vertical stroke of the letter "t" longer to make to look more like a straight pasta. The vertical stroke should be longer after editing. However, how the vertical stroke is dragged too long the how visual of the font will be off balanced. Therefore, even though there are some font that are similar with ITC Avant Garde Gothic Std book, the lengths and weights of different fonts are different. If choose other font, the users should consider carefully for changing the font.



takumi takumi

Original font

Edit version

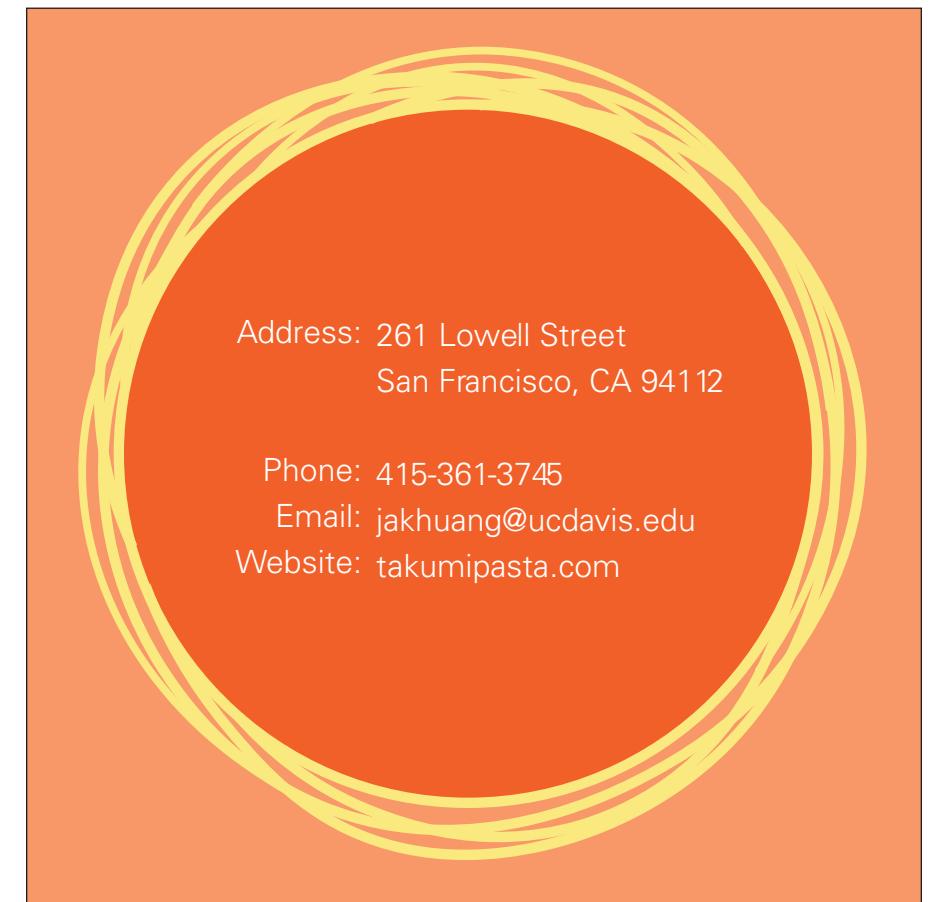


A B C D E F G H I K L M N O P Q R S T V X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

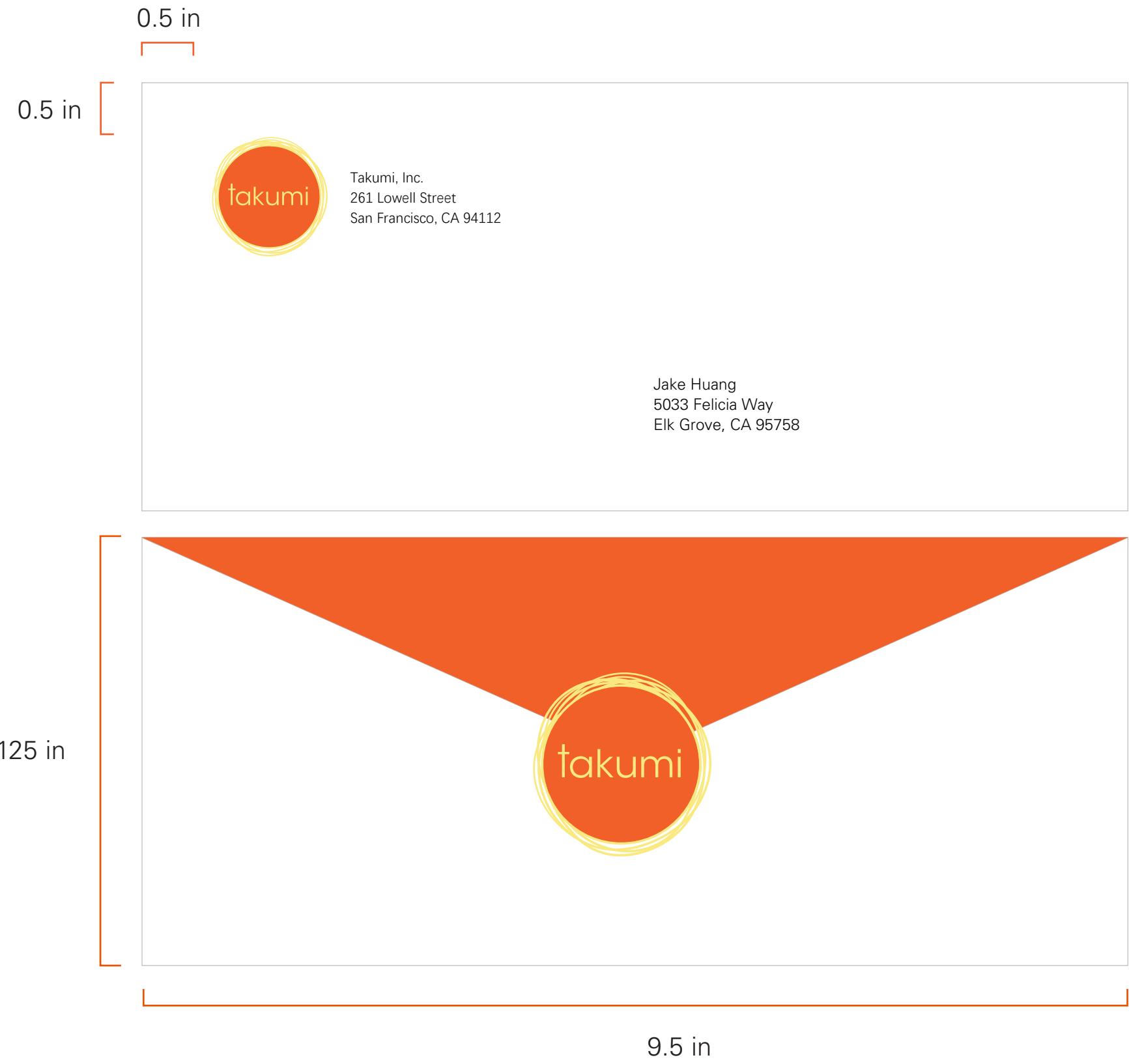
ITC Avant Garde Gothic Std book alphabet

The business card is a 3.5x3.5 square that contains the brand logo because the logo conveys the concept of the company and is beneficial to let the audience know what company is about.

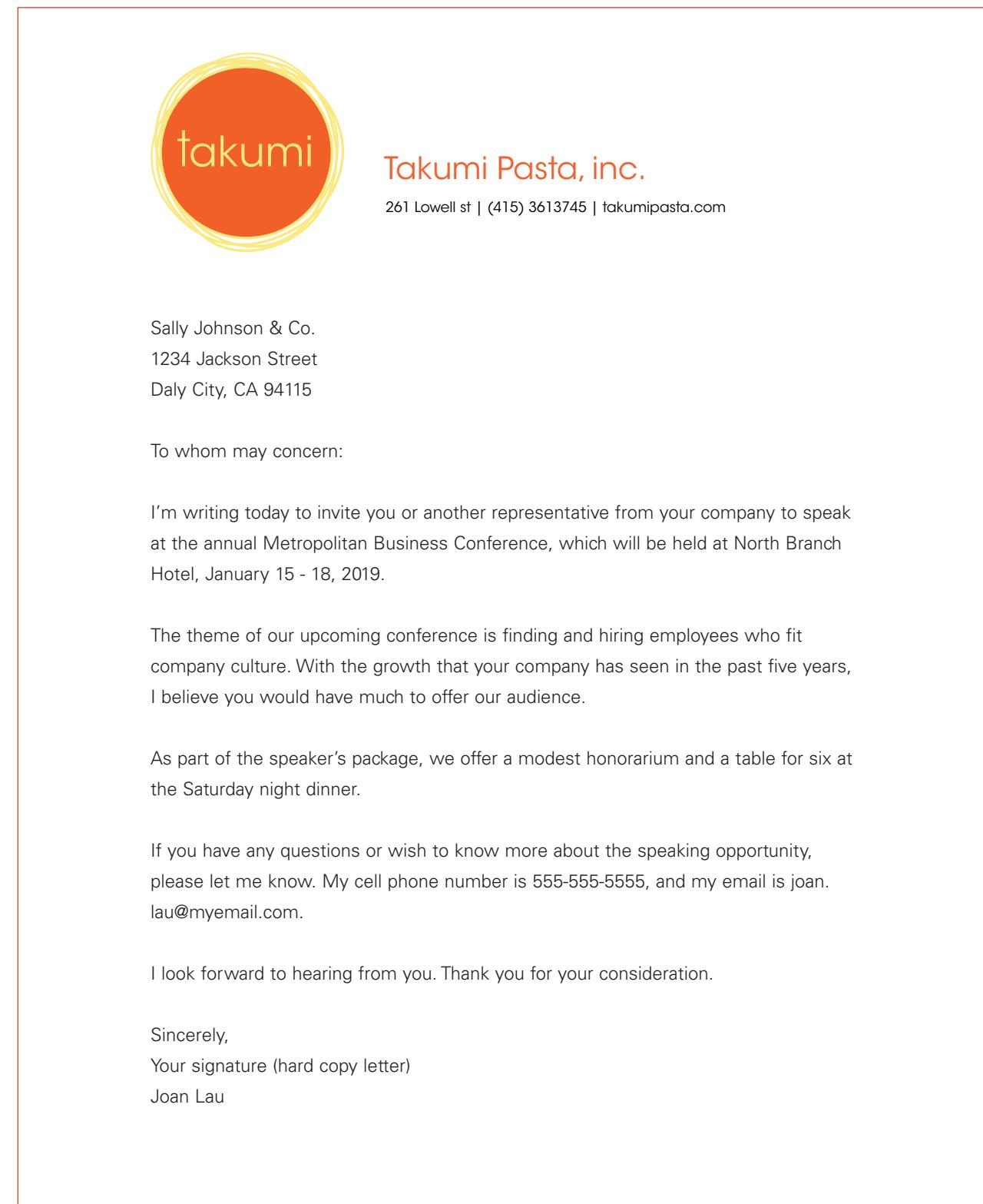
Business cards remain an essential marketing tool across a variety of industries for various reasons: it can improve the legitimacy of the brand, increase the brand awareness and improve the bottom-line.



The envelopes which contain the brand logo is standard US size 9.5" x 4.125". Brand the envelopes for maximum impact. Before customers view the letter of announcement, they notice the envelopes that hold these documents. Make a great first impression by choosing quality envelope printing from bass printing. Envelopes are more than just paper holders: they provide another medium for company to showcase your company's commitment to quality. When the envelopes match the rest of your printed materials, potential customers develop a clear understanding of your brand's identify and equity. This cover of the envelope is the primary color from the logo. Also, there is a logo placing on the cover to generate a unique look for the envelope.



The layout of the letter contains the brand logo, name of the company, and contact information. For the contact information, it is better to use the same font with the logo to get the consistency. As mentioned previously, the font of the logo is ITC Avant Garde Gothic Std book.



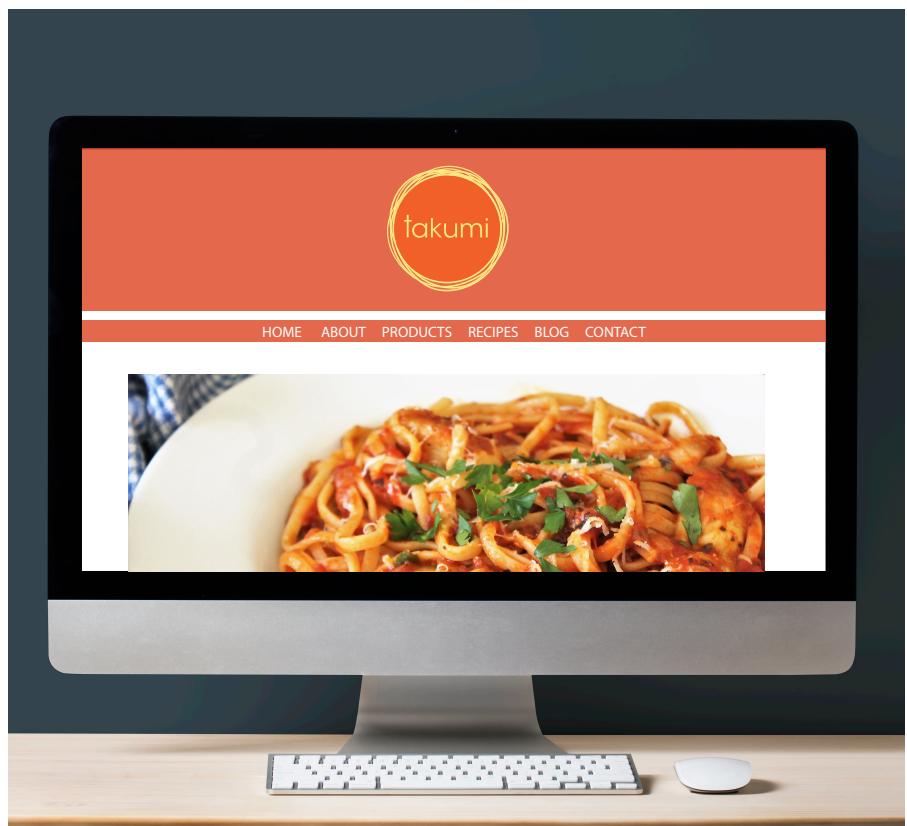
The company can deliver the product via the orange semi-trucks which convey an energetic feeling when people see the truck drive through.

Signs can be an essential component of a business's overall marketing strategy. A sign that contains the company's logo can help reinforce its brand. Signs are also used to draw attention to promotions and to convey information about the business. Because an exterior sign is visible 24 hours a day, 365 days a year, its exposure is prominent and continuous.



Brand building is effective in acquiring customers and turning them into brand advocates. The business website plays an important role as it gives visitors a first impression about your brand, the products and services, and what potential customers can expect from the product.

Placing the logo on recycle product is another to convey that the company design is not only need to be look good or cool, but also consider about the product's sustainability.





PACKAGING

When considering the sustainability of the product and cost of the product, I determined to use paper as the packaging material. According to the observation, the shape of boxed pastas is rectangle.

To create uniqueness, I decided to make a packaging mock-up with cylinder shape. The advantage of the shape is that it can contain more pasta than other shape, so the senior customers does not need to go the retail store frequently. There is two holes inside of the packaging, and they represent different serving sizes.

However, there are several deficiencies: 1. when there were very few pastas left, it is hard to pull it out. 2. The packaging mock-up can be place vertically, so if put it horizontally, it would roll down. 3. To save paper, the lid should be shorter.



The shape of the packaging changes from cylinder to hexagon which can be placed vertically and horizontally. Because the surface of the hexagon is flat, so it would not be easy to roll down from the table.

At the beginning of design process, I tried to draw curvilinear to convey the idea of pasta, but the result of the drawing is less likely to trigger the consumer's desire to buy and eat the pasta. Eventually, I choose a real image which consists of uncooked pasta and cooked pasta. It turns out to be delicious and elegant.

Additionally, I also made a customize barcode to add uniqueness. Even though it was just minor decoration, this made the product more unique and favorable.



The changes from first mock up:

1. The holes for serving size move to the edge of the packaging, so the users can easily pour out the pasta no matter how much it is left over.
2. Using combination of photograph and graphic element. This means I combine photo and the semicircular shape to add more information about the pasta.
3. Changing the shape of the barcode. The previous barcode was hard to scan, so I make another thinker shape to make the scanning process smooth.





Jake Huang | Des 116 | Packaging Design