

Graphic Design Bakery Box Reflection



Our goal was to design new marketing items for a company that was being crushed by a large international franchise so that they could compete and regain their business. Please explain how you feel your design will assist them in achieving this goal. What mood have you created? What does your design say about the company? Why should they choose your design for their new campaign instead of the designs of another team? Please back up your claims with examples. (8)

I feel my design assist them in regaining their business by changing the image of the company. My design of the box is designed to express the elegant feeling of the company rather than eye-catching. I used color to visualize and express the elegance and generosity of the company. To make it international competitive, eye-catching colors like skin tone, yellow or orange will not be effective because they give customers a superficial feeling and did not strike on the concept of 'trust'. I did think of colors that are related to sweetness like pink and lemon yellow but these colors seem weak and not impressive. Therefore I chose to use reddish brown, dark red and white to create impression and as well as the mood. They should choose my design because if they want to compete internationally, simple feelings are not enough. Impression and symbolism are required.

Bakery is a food product that really requires the concept of originality and trust. The reddish brown of my design symbolized the power of generosity and earnestness. If the company wants to promote the trustworthiness of the product, the expression of my color will enhance its promotion. The white color of my design represents purity and the power of corrigibility. If the company is accused of bad products, the color of white encourages the company to apologize and correct its product, so they would not offend their customers. The stripes and the fire symbols on my design represent the spirit of tiger, the spirit of courage, freshness and vitality. The spirit that is not easily crushed by the international companies but would rather have the power to gain respect from them.

1. Please explain how you created your design and what tools you used. Also, why you made your choices. Make sure you consider your target demographic of high end customers in your explanation. (4)

I created my design that fit my goal of the impression of the company. I basically outlined the box with reddish brown and the textures of the bread. I used the artistic effects of mosaic tiles and grain to create the texture quality. For this reason the customers will identify it is a bakery product from the first sight. This avoids confusions of guessing what the company is selling. I also used effects of pointillism to reduce the intensity of color. For this reason my design strikes on both young ages and middle ages customers because it has the beauty from both far and near.

I created a lot of layers so that each layer has something and is arranged properly and effectively to create the expression of my design. I used artistic ink and artistic watercolor to produce pen effects that create movement. I also used twirl tool and anchor tool to organize my box.

2. Please tell me about the elements and principles of design you used and considered. Please be specific and tell me how your product works artistically. (4)

The elements that I used are lines, shapes, colors and texture. I applied curved lines and straight lines to my design that enhance the movement of the box. For example, the stripes of the straight lines are applied to make the eyeballs to move up and down and side to side. The shapes of the texture and logos are applied to enhance the weight of the box and create the balance of the box. The shapes from the texture, distorted squares for example break up the space and intensity of the color and maturing the repetition of design. There are also a small rhythm created by lines and forms of the texture. The colors interpret some kind of balance in the design where I would say the intensity of brown and white is equally applied.