

FOOD PRODUCT PACKAGING

GRAPHIC DESIGN

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SUMMARY

- What is Graphic Design?
- Planning design - four questions
- Standards for Food Packaging
- Analysis of Existing Works
- The Design Process (incl. helpful resources)

GRAPHIC DESIGN

WHAT IS GRAPHIC DESIGN

- “The traditional role of design has been to improve the visual appearance and function of messages and information” (AIGA)

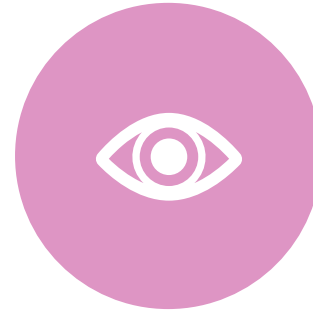
Graphic Design is a Communication Tool

- Represent ideas or messages through symbols, images, colour and words
- Not just the creation of graphics

GOOD GRAPHIC DESIGN...



captures attention



controls the eye's
movements



conveys information



evokes emotion / appeal

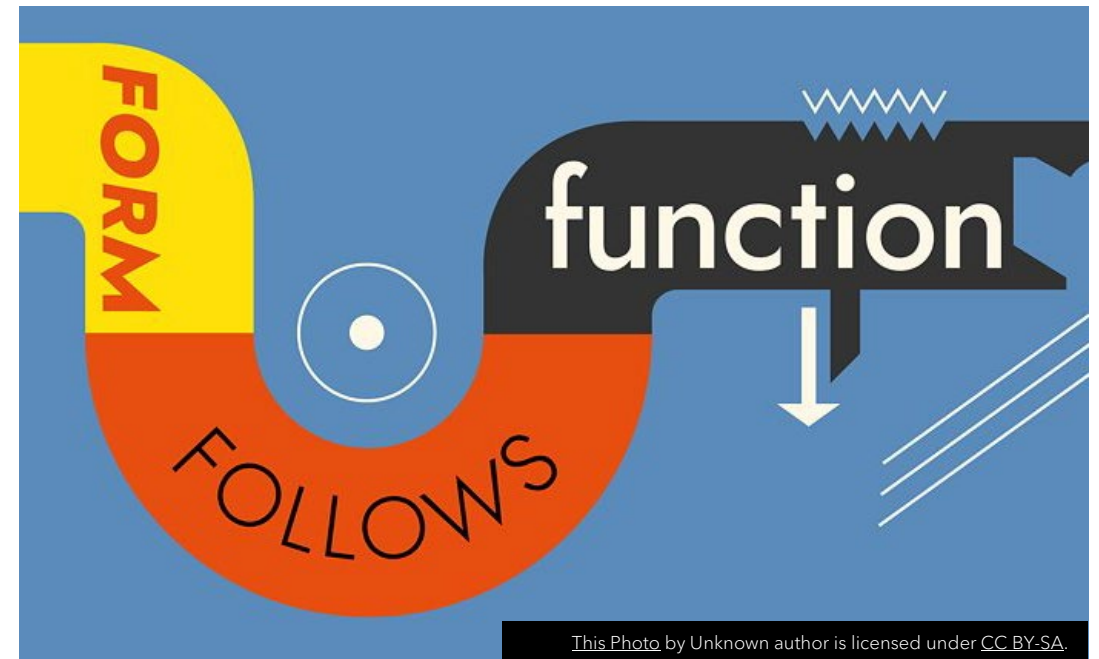
FUNDAMENTAL QUESTIONS


Form Follows Function - means that that fulfillment of purpose is the priority.

From this notion of purpose, we derive the following:

1. What is the objective?
2. How should the design be structured (hierarchy)?
3. Who is the desired audience?
4. What is the output?

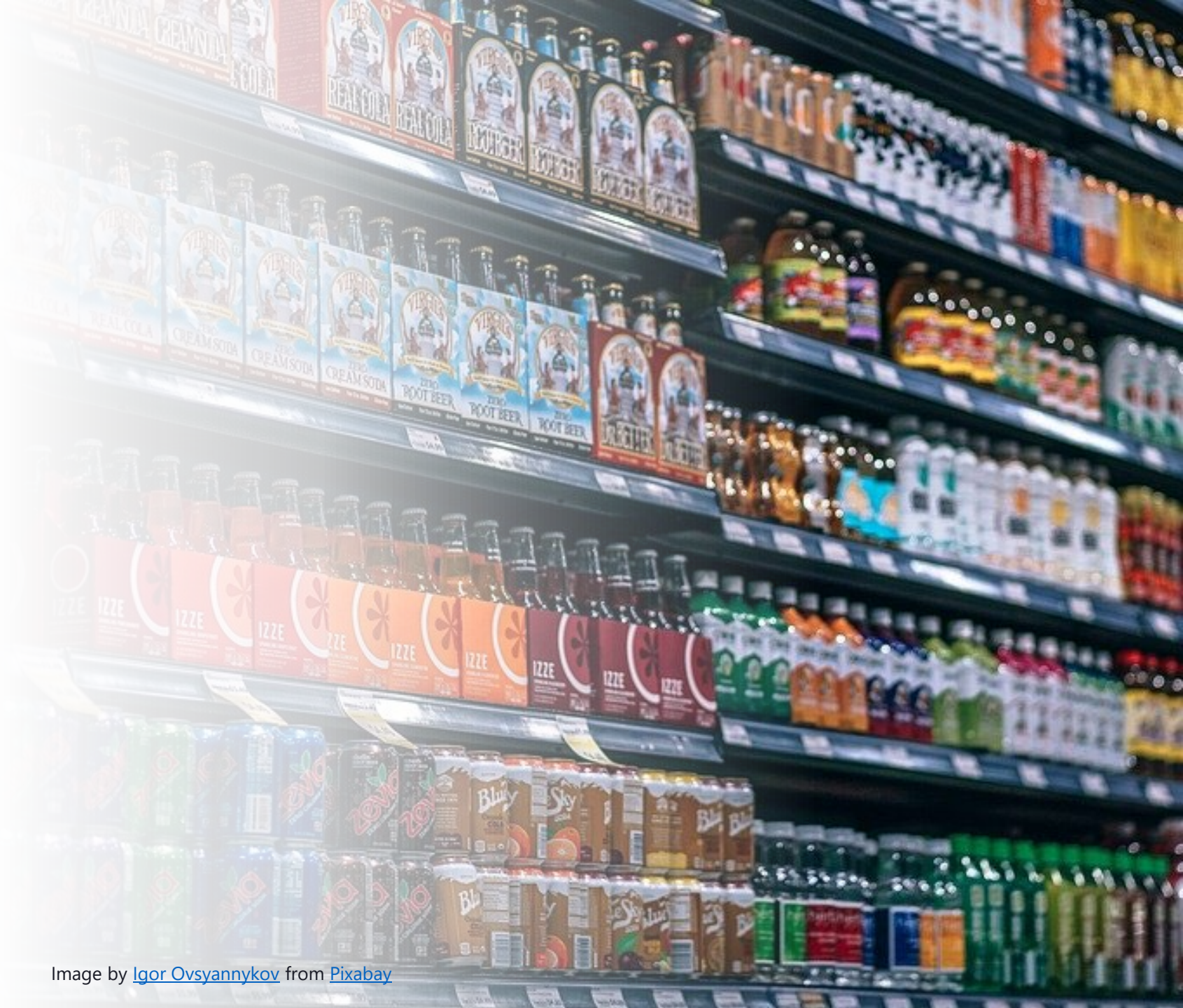
These questions will shape our design decisions.





1: What is the design's objective?

- Food packaging may have several different objectives
 - Distinguish itself from similar products
 - Persuade the customer to purchase
 - Inform the customer about the product (nutrition, cooking and consumption)
- Brand orientation and recognition (colour and styling, consistency)
- Are you trying to disrupt the category or just eke out a little more market share?...
- If it's a new type of product, you'll need to devote some of the packaging's often minuscule real estate to explaining what it does—fast (Adobe).



2: How should the design be structured?

- Visual hierarchies influence the order in which the viewer receives the information.
- The 'focal point' is how the reader enters the design.
- Size, colour, contrast, use of space, texture and style
- Influenced by the type of packaging



Designs for The Snack Brigade, by Moxie Sozo. Sourced from [Adobe Create Magazine](#).



3: Who is your audience?

Discussion point: Who are these products marketed to?

- You need to understand your audience to connect with them
- Design alignment with the audience's values increases their engagement with your content (and may give you preference over a competitor)
- Market research
- Is this going to be in a box on a convenience-store shelf as an impulse buy—something you'd pick up and hold in your hand—or is it more of a premium product? (Adobe)

3: Who is your audience?

- Consider also... will this product be purchased for someone other than the purchaser?
 - Children?
 - Gift for a friend?
- This will influence styling and the shape of the physical packaging



Designs for Petit Natural Juice, by Sweety & Co. Sourced from [Adobe Create Magazine](#)



4: What is the output?

- Dimensions, printing surface, colour space and resolution
- Not all colours are available in CMYK ink
- Cylindrical containers will often have adhesive labels
- Printing on contoured containers (eg: icecream tub) – warping method
- Some packages will have plastic windows to show the products (may reduce shelf-life)
- Foil, plastic, cardboard carton?
- Permanency of the markings (should not fade)



STANDARDS FOR FOOD PACKAGING

AUSTRALIAN FOOD STANDARDS

- Labelling
- Food identification
- Warning, advisory statements and declarations
- Statement of ingredients
- Date marking of food for sale
- Directions for use and storage
- Nutrition, health and related claims
- Nutrition information requirements
- Characterising ingredients and components of foods

1. Nutrition information panel - in 100g or 100ml
2. Percentage labelling - key ingredients
3. Food identification - name of the food, name and business address, lot identification
4. Allergies or intolerances information - nuts, fish, dairy, eggs, sulphites, gluten, etc
5. Date marking - use-by or best before)
6. Ingredient list - descending order by ingoing weight

Artwork created by Amy Knie.
Requirements list sourced from: Foodstandards.gov.au

CABOOSE CANDY COMPANY
Caboose's Caramel Microwave Popcorn is the perfect snack companion for date night or watching your favourite flick.
Find more of your favourite old fashioned candies at caboosecandy.com

IMPORTANT COOKING INSTRUCTIONS ARE ON THE BAG INSIDE. DO NOT LET CHILDREN COOK WITHOUT SUPERVISION.

CUSTOMER SERVICE
THIS PRODUCT IS MADE AND PACKED BY CABOOSE CANDY COMPANY PTY LTD AT:
ADDRESS: 123 DRURY LANE
CANDY TOWN QLD 4000 AUSTRALIA
CONTACT US BY:
MAIL: CUSTOMER SERVICE DEPT
WEBSITE: CABOOSECANDY.COM
PHONE: 1800 555 100
FOLLOW US ON FACEBOOK
REGISTERED TRADEMARK OF CABOOSE CANDY COMPANY PTY LTD.
STORE PACK IN A COOL, DRY PLACE AWAY FROM DIRECT SUNLIGHT.

FOR MORE INFORMATION ON RECYCLING VISIT ARL.ORG.AU

NUTRITION INFORMATION
When prepared according to pack directions
Servings Per Package: approx. 4
Serving size: 25g

	Avg Qty Per Serving	Avg Qty per 100g
Energy	545 (130 Cal)	2180 (520 Cal)
Protein	2.4g	9.6g
Fat, total	7.6g	30.4g
- saturated	1.4g	5.8g
- trans	0.1g	0.1g
- polyunsaturated	1.2g	4.6g
- monounsaturated	5.0g	20.0g
Carbohydrate	12.1g	48.5g
- sugars	0.2g	0.8g
Dietary Fibre	2.0g	8.1g
Sodium	135mg	540mg

Ingredients: Popping corn (69%), vegetable oils [contain antioxidants (307b, 304)], salt, sweetener (sucralose), natural flavours (contain milk), food acid (citric), colour (annatto).
Contains milk.
Source of Dietary Fibre
Suitable for vegetarians
Does not contain Diacetyl
Trans Fat Free

Made in Australia from at least 80% Australian ingredients

7. Labels must tell the truth - no misleading info about weights, measures
8. Food additives - class name (eg: 'thickener') then additive name or number
9. Directions for use and storage - where storage conditions are required for a food to keep until its use-by or best-before date
10. Legibility requirements - English, legible and prominent... see next slide
11. Country of origin - see later slide
12. Nutrition and Health Claims - rules governing claims between a food and health

LEGIBILITY REQUIREMENTS

Legible

- **Indelible** - print should not be removed or erased under normal conditions
- **Distinct** - clearly readable, not overlapping complex backgrounds
- **Easy to read** - Sentence or title case, no prescriptions on point size but consider the consumer (eg: elderly)

Prominent

- **Position** - proximity to similar information

Other

- **Contrast** - high contrast (consider colour blind)
- Consideration of **external factors** - lighting, position on the shelf, where it is sold
- **Warning statements** - at least 3mm in size
- **Country of Origin** - at least 9mm

COUNTRY OF ORIGIN

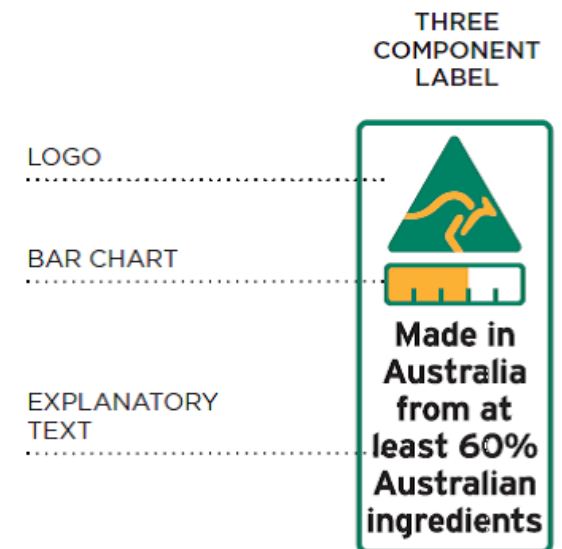
Different labelling requirements apply depending on:

- whether the food is grown, produced, made or packed in Australia or another country
- whether the food is a 'priority' or 'non-priority' food
- how the food is displayed for sale.

ACCC: <https://www.accc.gov.au/business/advertising-promoting-your-business/country-of-origin-claims/country-of-origin-food-labelling>

Labelling tool: <https://www.originlabeltool.business.gov.au/>

Checklist: <https://www.business.gov.au/products-and-services/product-labelling/country-of-origin-labelling-online-tool>



ANALYSIS OF EXISTING WORKS

Fermented beverages
Single-serve cup sorbet
Collagen snack
Goats milk product (icecream)
Premium chocolate product

DISCUSSION TIME!

ANALYSIS OF EXISTING WORKS

- Consider:
 - Colour palette
 - Choice of font
 - Style of packaging
 - The product info visible from the front
- Do you notice any consistent elements between the product examples?
- How might you design your own product and tailor it for your audience?

FERMENTED BEVERAGES



SINGLE SERVE SORBET



COLLAGEN SNACK



GOATS MILK ICE CREAM



PREMIUM CHOCOLATE PRODUCT



THE DESIGN PROCESS (& DEMONSTRATION)



THE BRIEF

- What is the product?
- Is it within an existing brand?
 - Is there a style guide to conform to?
- Informational content
- Who is the target market?

The brief may be provided to you (by a client), or you may develop your own.

CONCEPT

- Answer the four initial questions
- Consider the packaging shape (reverse engineer)
- Consider colour palette
- Draft the concept
- Source the following:
 - Logos
 - Text content
 - Graphics

Helpful Resources

- Adobe Colour
- Vecteezy
- Storyblocks
- Unsplash
- Pixabay
- Pexels
- Adobe Stock

PROTOTYPING

- Develop the essential components and create a basic layout
- Check the appearance by printing it yourself or in prototyping software
- Does the shape of the packaging affect readability?

Helpful Resources

- Mockups
- Adobe Dimension (for complex shapes)

FINAL DESIGN

- Create the packaging/label net
- Consider:
 - bleed
 - glue tabs
 - colour space (CMYK)
 - resolution (300ppi)
 - Margins
 - Foils or clear plastic areas

Top Tip

- Don't forget to proof-read!