Cross-Cultural visual communication

Chia-Wen Tsao

Follow this and additional works at: https://scholarworks.rit.edu/theses

Recommended Citation

This Thesis is brought to you for free and open access by RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
Rochester Institute of Technology  
College of Imaging Arts & Sciences  
School of Design  
Department of Graphic Design  

A thesis submitted to the Faculty of the  
College of Imaging Arts and Sciences  
in candidacy for the degree of  
Master of Fine Arts  

Cross-Cultural Visual Communication  

by  
Chia-Wen Tsao  

May 1999
Approvals

Chief Advisor:
Associate Professor
Deborah Beardslee

Date  14 May 1999

Associate Advisor:
Instructor
Cathy Chou

Date  5/14/99

Associate Advisor:
Associate Professor
Heinz Klinkon

Date  5/14/99

School of Design Chairperson:
Associate Professor
Nancy A. Ciolek

Date  5/14/99

I, Chia-Wen Tsao, hereby grant permission to the Wallace Memorial Library of RIT to reproduce my thesis in whole or in part. Any reproduction will not be for commercial use or profit.

Date  May 14, 99
For their suggestions and ideas, I would like to thank my committee members: Deborah Beardslee, Cathy Chou and Heinz Kiinkon. Also, I would like to express a special thanks to all members of the Taiwanese Student Association of RIT for their generous help and time.
Contents

Thesis Project Definition 1

Precedents 2

Research & Analysis 5
Existing Packaging Examples: 7
Taiwanese Rice Porridge
American Dry Cereal

Evaluation of Existing Packaging Examples: 9
Taiwanese Rice Porridge
American Dry Cereal

Synthesis 15
Product Selection for Design Application
Design Application

Ideation: Rice Porridge 19
Preliminary Solutions
Development

Ideation: Dry Cereal 30
Preliminary Solutions
Development

Evaluation 41

Implementation 49
Refinement
Final Solutions

Dissemination 52

Retrospective Evaluation 53

Conclusion 58

Glossary of Terms 59

Bibliography 61

Appendices Listing 63
Cross-Cultural Visual Communication

Why

Every year, thousands of foreigners go to Taiwan for either tourism or employment. Many Taiwanese people come to the USA for the same reasons. People no longer always stay in their own country for their entire lives. They travel to different countries and experience different cultures.

Cross-cultural visual communication has become important in today's world for various reasons. Corporations now have to communicate with people from other cultures because their customers may come from different countries. For example, the packaging design of most Chinese food exported to the USA often uses red or black and includes a dragon. In this case, such exotic elements have been used to create a particular foreign feeling. This approach disregards the specific content of the package. A more complex and meaningful approach could communicate to two different cultures through a thoughtful use of symbols, forms and colors. In the case of the logo of FTF Paper Company, for example, Western eyes can make out the “FTF” while Chinese eyes can see the Chinese character meaning “paper.” It communicates with two audience groups: both English and Chinese speakers.

What

As a student of graphic design and a Taiwanese citizen, the author was interested in exploring how visual elements, such as ancient symbols and characters, have been used in visual communication across both Chinese and Western cultures.

How

The research has analyzed existing cross-cultural packaging design examples. The packaging from a USA-based food company was compared with a Taiwan-based food company in order to explore whether the design decisions communicated with ethnic audiences who were not familiar with these food products.

In order to apply the findings from this exploration, two types of food product packaging were designed:

Type A / Taiwanese Rice Porridge
Packages were designed for Taiwanese food products to be sold in the USA. The target audience included native English speakers, who were not familiar with this selected Taiwanese food.

Type B / American Dry Cereal
Packages were designed for American food products to be sold in Taiwan. The target audience included native Chinese speakers, who were not familiar with this selected American food.
English language usage in Hong Kong is declining, but if Hong Kong is to keep its place as one of the world's leading business centers, it must communicate with the rest of the world in English – the language that most of the world uses for business. The ads below use a visual device where English turns to Chinese (and vice-versa), showing if one doesn't use English one may not understand others – and they may not understand the communicator.

It is difficult to clearly express one concept to many people from different cultures and different language backgrounds. The success of this campaign is that both Chinese speakers and English speakers can get the message just by reading through the text. The typographic decisions, which create a transition between Chinese characters and English characters, support the goal of the design. The meaningful use of characters to communicate to an audience speaking two different languages makes this example a good precedent for this thesis project.
Precedent 2: Thai Airways International

The objective of this campaign was to communicate the airline's superb service values, which derive from both Thai culture and high technological expertise. The solution was to show the logo split in two parts, with the top half representing traditional Thai art forms and the bottom half symbolizing high technology design. The simple, graphic images communicate strongly.

Usually people would think of Asia as a very old world. In contrast, Western cultures are thought to represent high technology. However, in this poster one can see traditional Thai art and new technology combined. Thus, it exemplifies images functioning as meaningful symbols. The cross-cultural success of this solution makes it a good precedent for the thesis project.
It is often said that we are products of our culture. This means that a large part of how we behave and what we believe comes from the influences of the people, institutions, and thinking that surrounds us as we are growing up. What we say when we greet people, what we eat for dinner, what we talk about and what we don’t talk about with new acquaintances, even how far apart we stand when conversing, are all behaviors that we learn from our culture.

American and Asian cultures developed in very different ways:

<table>
<thead>
<tr>
<th>Asian</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Family or small group</td>
<td>1. Individual</td>
</tr>
<tr>
<td>as basic unit of society</td>
<td>as basic unit of society</td>
</tr>
<tr>
<td>2. Emphasis on survival</td>
<td>2. Emphasis on control</td>
</tr>
<tr>
<td>3. Life was dangerous / Hard</td>
<td>3. Life presented opportunities</td>
</tr>
<tr>
<td>4. Rural / Agricultural</td>
<td>4. Urban / Industrial and Rural</td>
</tr>
<tr>
<td>5. Limited economic opportunities</td>
<td>5. Expanding economic opportunities</td>
</tr>
<tr>
<td>6. Slow or no change</td>
<td>6. Rapid change</td>
</tr>
<tr>
<td>7. Crowded</td>
<td>7. Underpopulated</td>
</tr>
</tbody>
</table>

People are taught by the cultures in which they grew up. It is almost impossible to communicate with people from another culture without first understanding their background. It is important to understand the roots of American and Asian cultures. This thesis project will be looking for better ways to visually communicate with both audience groups at the same time. The comparison is helpful when considering not only the differences between the two cultures, but also why they are so different.

The comparison above was done to help Asian people understand the differences between Asian and American cultures in order to facilitate easier communication. This study on cross-cultural communication will be a good precedent for this thesis project as it strives to effectively communicate to both Asian and American audiences.
The research and analysis for this project focused on existing cross-cultural packaging design examples. The large resulting collection of examples was too broad in scope to be analyzed effectively.

To resolve this problem, it was necessary to determine which products would be the focus. The two food products that were chosen were rice porridge and dry cereal.

These two specific products were chosen because of their similarity. Rice porridge is a traditional breakfast food for the Taiwanese, but it is less familiar to an American audience. Conversely, dry cereal is a common breakfast food for Americans but has never been widely accepted by a Taiwanese audience.

By analyzing existing examples, one could find out what had been done in the past to visually communicate to both Chinese and Western cultures. What was successful? Why was it successful? What was not successful? What was missed and needs to be done?

Porridge packaging examples were mainly from Taiwan since there were no similar products in the USA. However, packages of one similar product, instant noodles, were collected from the USA for comparison. Cereal packaging examples were collected from both Taiwan and the USA. Some of the packages found in Taiwan were designed only for an Asian market; others imported directly from the USA did not consider Taiwanese consumers.
Morphology Analysis: Evaluative Matrix

Morphology Analysis is a scientific method of analysis. It is a process of breaking large, complex entities into ever-smaller, more manageable, “bite-sized” pieces. Morphologies are commonly expressed in terms of two- or three-dimensional charts where primary categories are represented by the major axes with smaller subdivisions shown as “cells” within those axes. (Don Koberg and Jim Bagnall, The Universal Traveller. CA: Crisp Publications, Inc., 1991, p. 62)

For this project, the analysis focused on comparing different usages of visual elements: language, imagery, type, color, pattern, and form in the packaging of similar products sold in different cultures. What were the purposes and functions of a specific design? Were they successfully communicated to their audiences, thereby educating them?

An evaluative matrix was developed to analyze each package. The vertical axis represents different visual elements while the horizontal axis represents design decision and function.

<table>
<thead>
<tr>
<th>visual elements</th>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Illustration</td>
<td></td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pattern</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Form</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This matrix was used for a comparison of existing package examples.
Existing Porridge Packaging Examples

An evaluative matrix was used to organize selected existing porridge packaging examples chosen for this analysis, the examples were collected from four main Taiwan-based brands of rice porridge.

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>Chinese / no English</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td></td>
<td>Illustration</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
</tr>
<tr>
<td>Color</td>
<td>white background; different colors indicating different flavors</td>
</tr>
<tr>
<td>Pattern</td>
<td>pattern on the lower part of the cup</td>
</tr>
<tr>
<td>Form</td>
<td>paper cup</td>
</tr>
</tbody>
</table>

Please see Appendix I-A for analysis of existing porridge packaging examples.
### Existing Cereal Packaging Examples

An evaluative matrix was used to organize existing cereal packaging examples. The examples chosen for this analysis were from one main USA-based brand of cereal.

![Image of cereal packaging](image)

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>English / no Chinese</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td></td>
<td>Illustration</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
</tr>
<tr>
<td>Color</td>
<td>fiat color, cartoon style</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>paper box</td>
</tr>
</tbody>
</table>

Please see Appendix I-B for analysis of existing cereal packaging examples.
Evaluation of Existing Packages

After analyzing the existing examples of packages, the results seemed to be too subjective. Therefore, there was a need to do an outside evaluation on the examples.

Two target audiences were asked to fill out evaluation forms: the American audience was asked to evaluate existing porridge packages, and the Taiwanese audience was asked to evaluate existing cereal packages.

Questions in these evaluation forms had several goals: to determine usage and function of visual elements, such as pictograms, patterns, illustrations, corporate identities, compositions, and colors.

Porridge Packaging

This evaluation took place outside of the cafeteria area, in the Student Alumni Union of RIT. Thirty people were asked to fill out an evaluation form about a series of five porridge packages.

Questions were as follows:

- **Product**
  - This product is for: A. breakfast, B. lunch, C. dinner, D. snack.
  - Do you know how to prepare the food from looking at these packages?

- **Pictograms**
  - Do you think pictograms would help you understand the product better?
  - If yes, in what ways would they help?

- **Pattern**
  - Do you think the pattern on each package indicates a specific, different flavor?
  - Which one do you think communicates most clearly?

- **Illustrations**
  - Do illustrations on these packages help you understand the products?
  - Which illustration communicates the best? Why?

- **Corporate Identity**
  - Are companies or brands very important in your product selection?
  - Why or why not?

- **Color**
  - Which package of this series has the strongest color decisions? Why?

- **Translation**
  - Do you think including an English translation on this package would make it easier for you to understand the product?

- **General Feelings**
  - Overall, which package of this series makes you want to try this product?
Summary

Product

- The American audience is not familiar with the product.
- The existing packages are somewhat helpful for the audience to understand this product, but more explanation in English should be included on the packages.

Pictograms

- Pictograms are helpful for people to learn how to prepare the food because they visually show the step by step process. Most survey respondees said that "pictures are easier to understand than words."

Pattern

- Patterns distinguish between different flavors.

Illustrations

- Photographic images of actual products would be most helpful.

Corporate Identity

- Company and brand are usually important when selecting products because of their reliability and quality.
- Corporate identity should be big enough to be quickly recognized.

Color

- Warm, strongly contrasted colors would get more attention.

Translation

- English translation is one of the most important elements.

General Feelings

- The chicken flavor porridge package seemed to be the most acceptable design. Some people made the decision only based on the flavor. Others said they would choose the one with "clearest image of the prepared food."

Please see Appendix II-A for full results of this evaluation.
Evaluation of Existing Packages  (continued)

Cereal Packaging

This evaluation took place in both the USA and Taiwan. Twenty Taiwanese students at RIT were asked to evaluate a series of four dry cereal packages.

However, international students at RIT were considered not objective enough because they have had experience living in American culture. To have more objective results, image files of this series of packages were sent out by e-mail to have fifteen people back in Taiwan do the same evaluation.

Questions were as follows:

Product  This product is for: A. breakfast, B. lunch, C. dinner, D. snack.
Do you know how to prepare the food from looking at these packages?

Pictograms  Do you think pictograms would help you understand the product better?
If yes, in what ways would they help?

Illustrations  Do you think showing milk on the packages indicates how to prepare the food?
Do you think the photo of corn or fruit helps you to understand the ingredients of this product?
Do illustrations on these packages help you to understand the products?
Which illustration communicates the best? Why?

Corporate Identity  Are company and brands very important in your product selection?
Why or why not?

Color  Which package of this series suggests the strongest color decision? Why?

Translation  Do you think including a Chinese translation on this package makes it easier for you to understand the product?

General Feelings  Overall, which package of this series makes you want to try this product?
**Summary**

**Product**
- The Taiwanese audience has some degree of understanding about this product because the product has been on the market for a while. Most people know it is a breakfast food.
- The existing packages are not helpful for the audience to understand what dry cereal is and how to prepare it. Their understanding is mainly from television commercials.

**Pictograms**
- Pictograms are helpful for people to learn how to prepare the food.

**Illustrations**
- Photographic images of the actual prepared product would be most helpful.
- Showing milk on the package helps people learn how to prepare the food because it suggests what the food looks like after it is prepared.
- Showing the ingredients is helpful because some of the dry fruit and nuts are not familiar to Taiwanese.

**Corporate Identity**
- Company and brand are usually important when selecting products.
- Corporate identity lettering should be big enough to recognize easily.

**Color**
- Warm, strongly contrasted colors would get more attention. However, some people suggested that soft colors like light yellow or white would relate to morning or breakfast.

**Translation**
- Chinese translation is not the most important element, but there is a need to understand the product better. Some suggestions were made, such as having a small explanation in their own language of what this food is or how it is made.

**General Feelings**
- There were no preferences found in the results. However, the emphasis on healthy food was important when people made selection.

Please see Appendix II-B for full results of this evaluation.
Rice Porridge

Findings

The results of the evaluative matrix and the previous evaluation of the existing packaging examples showed that the elements which would most help an American audience understand rice porridge are as follows:

Composition
An asymmetrical composition usually suggests a product from Western Cultures while a symmetrical composition is used for Oriental product packaging. However, no results showed whether an asymmetrical or symmetrical composition is more helpful for the audience to understand this product.

English translation
An English translation would help people who don’t read Chinese to understand this product.

Image of the product
A photo of the prepared product is more helpful than a drawing because it lets people know exactly what the food would look like. Likewise, some images of the ingredients may also help people understand what the food is composed of.

Pictogram
Pictograms visualize the process of preparing the food step by step. For some people, they are easier to understand than written descriptions.

Pattern
Three kinds of patterns were found on the existing examples. One was a pattern of an actual image which indicates a specific flavor. For example, a fish pattern indicates fish flavor or a pattern of chicken indicates chicken flavor. Another is an associative pattern which suggests a flavor. For example, a pattern of water implies a seafood or fish flavor, or a pattern of leaves suggests the product is for vegetarians. The third one is a pattern, such as a repeated dragon, that simply suggests Chinese or Taiwanese food would be found in this package.

Larger corporate identity symbol
A larger corporate identity symbol gives more emphasis on a specific company or brand. It is important especially when the product is new to its audience.
Dry Cereal Findings (continued)

The results of the evaluative matrix and the previous evaluation of the existing packaging examples showed that the elements which would most help a Taiwanese audience understand dry cereal are as follows:

**Composition**
An asymmetrical composition usually suggests a product from Western cultures while a symmetrical composition is used for Oriental product packages. However, no results showed whether asymmetrical or symmetrical composition is more helpful for the audience to understand this product.

**Chinese translation**
A Chinese translation would help people who don’t read English to understand this product. Some explanation about where and how the product was made would be even more helpful.

**Image of the product**
A photo of the prepared product is more helpful than a cartoon character or a famous celebrity that the Taiwanese may not be familiar with. On the other hand, images of the prepared food and milk pouring into a bowl suggest what the food will look like and the process of preparation. Some images of the ingredients may also help respondees understand what the food comprises.

**Pictogram**
Pictograms visualize the process of preparing the food step by step. For some people, they are easier to understand than written descriptions.

**Pattern**
No patterns were found on the existing examples. However, for more exploration of this project, three kinds of patterns were defined for further study and ideation. One is a pattern of this food product. Another is an associative pattern which suggests this product is natural and healthy. The third one is a pattern that suggests American or western food would be found in this package.

**Larger corporate identity symbol**
A larger corporate identity symbol gives more emphasis on a specific company or brand. It is important especially when the product is new to its audience.
For this thesis project, the collected package examples were analyzed according to their use of each visual element (language, symbol, pattern, imagery, color) for particular communication purposes. After the previous analysis of each example, a generative matrix was developed. A procedure similar to the evaluative matrix (please see page 6, existing porridge packaging examples) was used, except instead of analyzing existing solutions, criteria were identified and used to generate new solutions.

### Rice Porridge / Seafood Flavor Package Generative Matrix

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>1. Both Chinese and English descriptions</td>
<td>2. Only English descriptions</td>
</tr>
<tr>
<td>Symbol / Corporate Identity</td>
<td>1. Large corporate identity symbol</td>
<td>2. Small, but easily identifiable corporate identity symbol</td>
</tr>
<tr>
<td>Symbol / Pictogram</td>
<td>1. Pictograms</td>
<td>2. Pictogram and English directions</td>
</tr>
<tr>
<td>Pattern</td>
<td>1. Fish pattern</td>
<td>2. Water pattern</td>
</tr>
<tr>
<td>Imagery</td>
<td>1. Image of the prepared food</td>
<td>2. Image of the ingredients</td>
</tr>
<tr>
<td>Color</td>
<td>1. Highly contrasted colors, such as yellow and green</td>
<td>2. Colors that suggest seafood, such as blue and pink</td>
</tr>
</tbody>
</table>

For this design application, there were seven categories of visual elements that had to be considered. Using a generative matrix, design solutions were established.

#### Composition

According to the findings of the previous analysis and evaluation, no results found whether symmetrical or asymmetrical composition was more helpful for the audience to understand this product. Therefore, both compositions could be explored.

#### Language

Since English translation was one of the most important elements for the American audience to understand this product, it had to be shown on the package. Another option would be showing both Chinese and English descriptions and directions.

#### Symbol / Corporate Identity

According to the results of the previous evaluation, company and brand were important for selecting products. Therefore, different sizes of a corporate identity symbol on this food package could be explored, but it should be big enough to be easily recognized.
Symbol / Pictograms
The experiment could show pictograms only, or show both pictograms and English directions.

Pattern
Three kinds of pattern could be explored on this package.
1. Fish pattern indicating seafood flavor porridge.
2. Associative pattern, such as a water pattern, a wave pattern, or a water weed pattern, suggesting seafood flavor.
3. Any Chinese pattern suggesting this product is an Oriental food.
4. No pattern at all.

Imagery
A photographic image of the prepared food clearly communicates what the food will look like. It could be a photo of the prepared food only, or a photo of the prepared food in combination with a photo or drawing of the ingredients. Another approach could eliminate all images of food from the package.

Color
Strongly contrasted colors, such as yellow and green, could get more attention from the audience. Colors like yellow or red show warmth, and they are attractive when used on food packaging. On the other hand, blue and pink could suggest the specific flavor of seafood. Another idea could use more Chinese influenced colors, such as red or gold to suggest the Chinese cuisine.
### Composition
According to the findings of previous analysis and evaluation, no results found whether symmetrical or asymmetrical composition was more helpful for the audience to understand this product. Therefore, both compositions could be explored.

### Language
The Taiwanese audience were comfortable seeing the English language on this package, which itself suggested this product is from a Western culture. However, a Chinese translation and explanation would help the audience learn more about this product.

### Symbol / Corporate Identity
According to the results of the previous evaluation, company and brand were important for selecting products. Therefore, different sizes of corporate identity symbol on this food package could be explored, but it should be big enough to be easily recognized.

### Symbol / Pictograms
The experiment could be show pictograms only, or show both pictograms and Chinese directions.

### Pattern
Although no uses of pattern were found on the existing packages, three kinds of pattern could be explored for this packaging design.
1. Realistic pattern of the food
2. Natural pattern, such as fruit or grain, suggesting that this product is healthy.
3. Any pattern suggesting this product is an American food.
4. No pattern at all.
Imagery
The exploration of imagery for this design application could be
1. Showing a photographic image of the prepared food because it clearly communicates with the audience what the food will look like.
2. Showing a photo of the prepared food with a photo or drawing of the ingredients to give the audience an idea what the dry cereal was made from.
3. Showing an image of pouring milk onto cereal in order to suggest how to prepare this food.

Color
Strongly contrasted colors, such as yellow and green, could get more attention from the audience. Colors like yellow or red show the warmth, and they are more attractive when used on food packaging. On the other hand, green often suggests a food eaten for good health.

At this stage, many possible uses of each element were generated. Composition could be either symmetrical or asymmetrical; descriptions could be in one language or two; the corporate identity symbol could be either very large or smaller and so on. On the other hand, based on findings of research and analysis (please see page 12), some combinations might not be helpful for the audience to understand these products. For example, a combination of a small corporate identity symbol, no pictograms, no pattern, and no images of the food products was not considered for further exploration.

Therefore, the possible combinations of different visual elements could be

- symmetrical composition + Both English and Chinese descriptions + large corporate identity symbol + . . .
- symmetrical composition + Both English and Chinese descriptions + small corporate identity symbol + . . .
- symmetrical composition + Only English descriptions + large corporate identity symbol + . . .
- symmetrical composition + Only English descriptions + small corporate identity symbol + . . .
- etc.

The great number of possible combinations of the above were difficult to organize. To solve this problem, a design method was developed for more systematically organizing the generated ideas.
Rice Porridge

Design Method
Based upon findings during the synthesis phase of this project, a method of approaching the ideation was developed.

<table>
<thead>
<tr>
<th>composition</th>
<th>translation</th>
<th>symbol</th>
<th>pattern</th>
<th>imagery</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>symmetrical/ asymmetrical</td>
<td>with translation</td>
<td>big corporate ID</td>
<td>with pictogram</td>
<td>pattern</td>
<td>actual object</td>
</tr>
<tr>
<td>related object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwanese style</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pattern</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pictogram</td>
<td>pattern</td>
<td>actual object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
</tr>
<tr>
<td>related object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwanese style</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pattern</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pattern</td>
<td>pattern</td>
<td>actual object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
</tr>
<tr>
<td>related object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwanese style</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pattern</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pattern</td>
<td>pattern</td>
<td>actual object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
</tr>
<tr>
<td>related object</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwanese style</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no pattern</td>
<td>image of the food</td>
<td>no images</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The goals for each sketch were derived from the design method above, in which each row represents a different combination of elements. For example, the first row would show the combination of symmetrical composition, English translation, big corporate identity, pictogram, a pattern of fish that indicates seafood flavor, and an image of the product. Three selected examples of using this method are shown as follows.
## Preliminary Solutions

### Example 1

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>English translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>Pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern of an actual object</td>
<td></td>
</tr>
<tr>
<td>(a pattern of fish that suggests seafood flavor)</td>
<td></td>
</tr>
<tr>
<td>Image of prepared food</td>
<td></td>
</tr>
</tbody>
</table>

### Example 2

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>English translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>No pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern suggesting Taiwanese origin</td>
<td></td>
</tr>
<tr>
<td>Image of prepared food</td>
<td></td>
</tr>
</tbody>
</table>

### Example 3

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asymmetrical composition</td>
<td></td>
</tr>
<tr>
<td>English translation</td>
<td></td>
</tr>
<tr>
<td>Small corporate identity</td>
<td></td>
</tr>
<tr>
<td>Pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern of a related object</td>
<td></td>
</tr>
<tr>
<td>(a pattern of ocean wave to suggest seafood flavor)</td>
<td></td>
</tr>
<tr>
<td>Image of prepared food</td>
<td></td>
</tr>
</tbody>
</table>
Example 1 Development

In the development stage, further alternatives were explored based on the original sketch. One element was chosen to be the variable element for each exploration. For example, in the exploration of pattern, pattern would be the only element that was changed. Other elements remained the same. This procedure was applied to the three selected examples. (Please see p.20, Preliminary Solutions.)

(Original sketch)

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>English translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>Pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern of an actual object (a pattern of fish that suggests seafood flavor)</td>
<td></td>
</tr>
<tr>
<td>Image of prepared food</td>
<td></td>
</tr>
</tbody>
</table>

Exploration of pattern

a. The same pattern, but different cropping and placement

b. Substitution of a different kind of pattern

c. Substitution of a different kind of pattern and a different cropping and placement
Rice Porridge

Example 1 Development

Exploration of imagery

a. Image of the prepared food treated as a background texture

b. Image of the prepared food placed in a spoon

c. Outlined drawings of the food and ingredients were added
Rice Porridge

Example 1 Development

Exploration of color

a. Blue suggests water or ocean wave. It complements water pattern. They both indicate seafood flavor.

b. Green suggests a healthy food and vegetables.

c. Yellow gives a feeling of warmth and indicates appetizing food.
Rice Porridge

Example 2 Development

*(original sketch)*

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>English translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>No pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern suggesting</td>
<td></td>
</tr>
<tr>
<td>Taiwanese origin</td>
<td></td>
</tr>
<tr>
<td>Image of prepared food</td>
<td></td>
</tr>
</tbody>
</table>

Exploration of pattern

a. Substitution of a different kind of pattern

b. Substitution of a different kind of pattern
Example 2 Development

Exploration of imagery

a. Image of the prepared food treated as a background texture

b. No image of this food shown on the package

c. Different cropping and addition of bowl and spoon shadows
Rice Porridge  

Example 2 Development

Exploration of color

a. Blue suggests water or seafood flavor.

b. Green suggests healthy food such as vegetables.

c. Yellow gives a feeling of warmth and indicates appetizing food.
Rice Porridge Example 3 Development

(combined sketch)

Combination Design Solution
Asymmetrical composition
English translation
Small corporate identity
Pictogram
Pattern of a related object
(a pattern of ocean wave to suggest seafood flavor)
Image of prepared food

Exploration of pattern

a. Substitution of a different kind of pattern

b. Substitution of a different kind of pattern and a different placement

c. Substitution of a different kind of pattern and a different cropping and placement
Rice Porridge

Example 3 Development

Exploration of imagery

a. Image of the prepared food in a spoon

b. No image of this food shown on the package

c. Substitution of different images of the prepared food
Rice Porridge  Example 3 Development

Exploration of color

a. Blue suggests water or the seafood flavor.

b. Red indicates feelings of Chinese style and warmth.

c. Green suggests a healthy food. The brightness catches attention.
Dry Cereal

**Design Method**

Based upon findings during the synthesis phase of this project, a method of approaching the ideation was developed.

The goals for each sketch were derived from the design method, in which each row represents a result of a combination of different elements. For example, the first row would show a combination of a symmetrical composition, Chinese translation, big corporate identity, pictogram, a pattern of the food and an illustration of pouring milk (suggesting how to prepare the food). Three selected examples of using this method are shown as follows.
## Dry Cereal

### Preliminary Solutions

#### Example 1

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
</table>
| Symmetrical composition  
Chinese translation  
Big corporate identity  
Pictogram  
Pattern of the food  
Image of pouring milk  
(suggesting how to prepare the food.) | ![Example 1 Design Solution](image1) |

#### Example 2

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
</table>
| Symmetrical composition  
Chinese translation  
Big corporate identity  
No pictogram  
Pattern suggesting  
Western origin  
Image of pouring milk over ingredients | ![Example 2 Design Solution](image2) |

#### Example 3

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
</table>
| Symmetrical composition  
Chinese translation  
Big corporate identity  
No pictogram  
Pattern suggesting  
Western origin  
Image of pouring milk and ingredients | ![Example 3 Design Solution](image3) |
Dry Cereal

Example 1 Development

*(original sketch)*

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>Chinese translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>Pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern of the food</td>
<td></td>
</tr>
<tr>
<td>Image of pouring milk</td>
<td></td>
</tr>
<tr>
<td>(suggesting how to prepare the food)</td>
<td></td>
</tr>
</tbody>
</table>

Exploration of pattern

a. Different cropping and placement of the pattern

b. Different cropping and placement of the pattern
Dry Cereal

Example 1 Development

Exploration of imagery

a. Substitution of a different image of the food

b. Substitution of a different image of the food and exploration of a different size
Dry Cereal

Example 1 Development

Exploration of color

a. Brown suggests grain.
   Green suggests a healthy food.

b. A different combination of warm colors.
   Green suggests a healthy food.

a. Red and orange suggest energy.
   Green suggests a healthy food.

b. Yellow and bright orange suggest energy and a feeling of the morning.
Dry Cereal

Example 2 Development

(original sketch)

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>Chinese translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>No pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern suggesting Western origin</td>
<td></td>
</tr>
<tr>
<td>Image of pouring milk over ingredients</td>
<td></td>
</tr>
</tbody>
</table>

Exploration of pattern

a. Different cropping and placement of the pattern

b. Different cropping and placement of the pattern
Dry Cereal  

Example 2 Development

Exploration of imagery

a. Substitution of a different image of the food

b. Substitution of a different image of the food and exploration of a different size and style
Dry Cereal

Example 2 Development

Exploration of color

a. Green suggests a healthy food.

b. A different combination of warm colors

a. Exploration of a quieter / cooler color

b. Brown suggests grain and the feeling of warmth.
Dry Cereal

Example 3 Development

(Original sketch)

<table>
<thead>
<tr>
<th>Combination</th>
<th>Design Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symmetrical composition</td>
<td></td>
</tr>
<tr>
<td>Chinese translation</td>
<td></td>
</tr>
<tr>
<td>Big corporate identity</td>
<td></td>
</tr>
<tr>
<td>No pictogram</td>
<td></td>
</tr>
<tr>
<td>Pattern suggesting</td>
<td></td>
</tr>
<tr>
<td>Western origin</td>
<td></td>
</tr>
<tr>
<td>Image of pouring milk</td>
<td></td>
</tr>
<tr>
<td>and ingredients</td>
<td></td>
</tr>
</tbody>
</table>

Exploration of pattern

a. Different cropping and placement of the pattern

b. Different cropping and placement of the pattern
Example 3 Development

Exploration of imagery

a. Substitution of a different image of the food and exploration of a different size of the image of the prepared food

b. A natural pattern was treated as the background image.
Dry Cereal  

Example 3 Development

**Exploration of color**: experiments of different color combinations.

- a. Green suggests a healthy food.
- b. A bright color would catch attention.
  Orange suggests energy.

- a. Exploration of a quieter / cooler color
- b. Yellow gives a feeling of warmth.
Intermediate Evaluation

An evaluation form was devised and implemented to get feedback during interviews. The results were used to improve the packaging design and to discover which packages were the most effective. People were asked to answer questions about specific and overall graphic design decisions and to make suggestions.

Evaluation of Porridge Packages

This evaluation took place outside of the cafeteria area, in the Student Alumni Union of RIT. Twenty people were asked to fill out an evaluation form about three sets of porridge packages.

Graphic Design

Which design do you think has
A. A unique image use?
B. Good connections between imagery and typography?
C. A well-chosen color?
D. Easy-to-read typography?

Which design do you think will
A. Clearly communicate what the product is?
B. Easily tell how to prepare the food?

Suggestions

A. Which design makes you want to try the product?
   Why?
B. What are your suggestions for improvement?

Please See Appendix IV for Evaluation Form.

Set 1
Porridge Layouts
Set 2
Porridge Layouts

Set 3
Porridge Layouts
The Results of Intermediate Evaluation of Porridge Packages
(total of twenty people)

**Graphic Design**
Which design do you think has

A. A unique image use?
   - Set 1: 3 people
   - Set 2: 3 people
   - Set 3: 14 people

B. Good connections between imagery and typography?
   - Set 1: 5 people
   - Set 2: 9 people
   - Set 3: 6 people

C. A well-chosen color?
   - Set 1: 5 people
   - Set 2: 3 people
   - Set 3: 12 people

D. Easy to read typography?
   - Set 1: 4 people
   - Set 2: 6 people
   - Set 3: 10 people

Which design do you think will

A. Well communicate what the product is?
   - Set 1: 8 people
   - Set 2: 5 people
   - Set 3: 7 people

B. Easily tell how to prepare the food?
   - Set 1: 5 people
   - Set 2: 2 people
   - Set 3: 13 people

**Suggestions**
A. Which design makes you want to try the product?
   Why?
   - Set 1: 6 people
     - Illustration that shows the ingredients.
     - Interesting pattern.
     - Colors are more appetizing.
     - Illustration is easier to understand.

   - Set 2: 4 people
     - Good images.
     - I like the images because it looks more Chinese.
     - The yellow one looks delicious.
     - Set 2 looks very Oriental.

   - Set 3: 10 people
     - I think it will look very different from other products on the shelf.
     - It's the easiest one for me to read.
     - Looks quieter but different.
     - I like the vertical band; it looks very different.
     - The directions are the clearest.
     - Colors are unusual.
     - More interesting, and clearer description about the food.
     - The images are pretty and easy to understand.
     - It looks different from other two.
     - I think it's the most successful one aesthetically.
The Results of Intermediate Evaluation of Porridge Packages

B. What are your suggestions for improvement?
   - Make the type more readable.
   - Make the directions more readable.
   - Bigger type or different with Set 1.
   - Maybe different typeface.
   - The type, you should make it more readable for Set 1

   Change colors of Set 2.
   Colors of Set 3 look unique but not appetizing.
   More color variety
   Try other color combinations for Set 2.

   Try a better photo image.
   You need a clearer image and pattern.
   Make that image of porridge smaller with set 3.
   Try more patterns.
   Work on Set 1 with the spoon/bowl outline.
   I think Set 3 is the best one, but maybe you can try different patterns with it.
Intermediate Evaluation (continued)

Evaluation of Cereal Packages

This evaluation took place in Taiwan. Fifteen people were asked to evaluate three sets of cereal packages through e-mail.

Graphic Design
Which design do you think has
A. A unique image use?
B. Good connections between imagery and typography?
C. A well-chosen color?
D. Easy to read typography?

Which design do you think will
A. Well communicate what the product is?
B. Easily tell how to prepare the food?

Suggestions
A. Which design makes you want to try the product?
   Why?
B. What are your suggestions for improvement?

Please See Appendix IV for Evaluation Form.

Set 1
Cereal Layouts
Set 2
Cereal Layouts

Set 3
Cereal Layouts
The Results of Intermediate Evaluation of Cereal Packages
(total of fifteen people)

Graphic Design
Which design do you think has
A. A unique image use?
   Set 1. 3 people  Set 2. 3 people  Set 3. 9 people

B. Good connections between imagery and typography?
   Set 1. 5 people  Set 2. 4 people  Set 3. 6 people

C. A well-chosen color?
   Set 1. 6 people  Set 2. 3 people  Set 3. 5 people

D. Easy to read typography?
   Set 1. 3 people  Set 2. 4 people  Set 3. 8 people

Which design do you think will
A. Well communicate what the product is?
   Set 1. 4 people  Set 2. 4 people  Set 3. 7 people

B. Easily tell how to prepare the food?
   Set 1. 4 people  Set 2. 8 people  Set 3. 3 people

Suggestions
A. Which design makes you want to try the product?
   Why?
   Set 1. 3 people
      Image looks very energetic.
      I like the bright colors and the image of the milk coming out of the spoon.
      Colors are more appetizing.

   Set 2. 4 people
      I like the style of the fruit.
      I like it because it's quieter; it feels more like the "morning."
      The pattern on the background makes me feel comfortable.
      The images explain everything about this food.

   Set 3. 8 people
      I think it will look very different from other products on the shelf.
      It looks different and quieter.
      I like the colors. I thought they are different flavors. But they all look great.
      More interesting, and clearer description about the food.
      I like the style of the background (fruit pattern?)
      It looks different from other two. Maybe it's because of the vertical band.
      This set looks different from other similar products
      The most successful color decision.
The Results of Intermediate Evaluation of Cereal Packages (continued)

Suggestions

B. What are your suggestions for improvement?
- Change colors of Set 1.
- Colors of Set 1 look unusual.

Try a different pattern for Set 1. The food pattern looks weird.
Make the image of the bowl smaller with Set 3.
I think Set 3 is the best one, but maybe you can try different patterns with it.
Try more different patterns.
I think you can try other color combinations.
**Implementation**

**Refinement**

From the results of the evaluation, this project was refined in terms of images, color, typography, and the relationship between images and typography.

**Rice Porridge**

According to the results of the evaluation, Set 3 was chosen as the most successful design solution. Therefore, this set of packaging will be further refined for the final application.

**Imagery**

1. The images were scanned into the computer and then edited in Photoshop. The pattern was created in Photoshop. Some viewers may question the choice of the pattern because it is not clear and may not be easily understood. The new refinement tested different ocean wave patterns to find a better solution.

2. To create a clearer image of the food, a Photoshop filter was used to sharpen the image.

**Typography**

1. To avoid typography which was too complex for the descriptions, directions and the nutrition facts, the Univers typeface was chosen for the main text part of the package.

2. Minion was chosen for the English translation of the name of this product in order to unify English typeface and the Chinese character of the corporate identity symbol.

**Colors**

The pattern was in blue because it indicates seafood flavor. Background color was changed from white to yellow, which is attractive for food packaging.
Refinement

Dry Cereal
According to the results of the evaluation, Set 3 was chosen as the most successful design solution. Therefore, this set of packaging will be further refined for the final application.

Imagery
The images were scanned in the computer and then edited in Photoshop.

Colors
1. Colors of the fruit pattern were too dark. Viewers may find it difficult to recognize. Differing degrees of the Photoshop filters were used to create softer colors for the pattern.

2. To show the concept of healthy food, green was used for the background color. The new refinement softened the green to suggest the morning time and energy.

Typography
1. To promote the product, the Chinese translation of Müeslix was in a larger size than Kellogg's.

2. Kellogg's logo was changed from a diagonal position to horizontal. It suits the quieter quality of this design.
Implementation (continued)

Final Packaging Solutions

Rice Porridge

Dry Cereal
Exhibition

These packages were displayed in the RIT Bevier Gallery from April 5 through April 22, 1999. Explanation panels defined the aims of this project and the findings from the research and analysis stages. Process panels showed the ideation and development. The final application included a display of a set of two-dimensional mounted explanatory panels and a set of three-dimensional package models.

Future Plans

To receive feedback on the new packaging proposals from both food product companies, Golden Car and Kellogg's, the final refined packages could be sent directly to the companies.

This project involves two types of real packaging design. To ensure that these solutions work well, the best final rice porridge package design and a brief project synopsis will be sent to Golden Car. Also the best final dry cereal package design will be sent to Kellogg's.

Furthermore, a web site about this thesis project will be designed. It will introduce the concepts of cross-cultural design, explain how the project was developed, and request viewers' feedback. A web site is the most convenient medium to use because it has no geographic boundary. It will be an effective and appropriate way to share this project with its audiences who are from different countries, live in different cultures, and speak different languages.
In order to gain feedback from the proposed audiences of these package designs, an evaluation form was developed.

The first step was to design a questionnaire (Appendix V). Questions similar to those used during the evaluation of existing packages (Appendix II) were asked in order to compare the new design solutions to the existing ones.

**Evaluation of Final Porridge Package**
This evaluation took place outside of the cafeteria area, in the Student Alumni Union of RIT. This location was selected in order to gain feedback from people who probably would not have had much exposure to Taiwanese porridge. Thirty people were asked to fill out an evaluation form about the new rice porridge package. The summary of the results are as follows:

I am a _6_ graphic designer

24 other


Comments:
I know it's breakfast based on the type, but I'd guess it's lunch based on the flavor. It says breakfast on the package, but my experience with products in this kind of package says “lunch” or “snack.”

2. Do you think these packages help you learn how to prepare the food? Yes 25 4 1 No

Comments:
The directions are on the top. Based on the pictograms. Very clear in words + pictures. Directions are simple and clear. Teach me how to prepare the package.

3. Do you think pictograms help you understand this product better? Yes 24 5 1 No

Comments:
Help understand the process.

4. Do you learn a specific flavor from the pattern on this package? Yes 20 4 6 No

Comments:
Yes for seafood: water + fish patterns are clear. No for rice. Seafood is clearer than rice. I realized it is seafood, but is it shrimp, fish or crab? Hard to see pattern from print-outs.
Evaluation of Final Porridge Package (continued)

5. Do the illustrations on this package clearly communicate the product?  
   Yes [27] 2 1 No  
   Comments:  
   Hard to see; the print out is not very clear.

6. Do you think the colors work well within this package?  
   Yes [26] 1 3 No  
   Comments:  
   I would probably selected other colors though. A orangish pink instead of yellow (for seafood), and a blue for water.  
   Perhaps the water needs to be more blue?  
   Yes, all work very well.  
   I associate seafood with green for some reason.  
   Excellent choice for type of design and food.  
   Green is really bad for seafood. It is nauseous.

7. In your opinion, is this package aesthetically appealing?  
   Yes [27] 2 1 No  
   Comments:  
   Yes, very nice. I especially like the water and fish patterns.  
   The color draws me to them.  
   Very clean and understandable.  
   Green and brown pastels are really bad.

8. Would this package encourage you to try this new product?  
   Yes [21] 2 8 No  
   Comments:  
   Depending on flavor. Also, think about making the porridge package more like a bowl.  
   I’d try most things once.  
   You made a clear comparison between two countries styles in packaging which I’ve never seen or payed attention to. I find it very interesting. I’m amazed how the different cultures precede food.  
   I don’t like seafood.  
   Don’t eat much seafood.  
   Could be more vibrant.  
   The look of it would, but I would be discouraged by the shape - the cup with the lid you pull and add hot water - because I have had bad experiences with products that come in this kind of cup. No matter how beautiful the packaging, I would be hesitant to try it - based on those bad products I’ve tried before.  
   I’m a vegetarian. I don’t eat seafood.  
   I can’t see the food well; the design and color do not say much but “bland.”
Evaluation of Final Cereal Package

This evaluation took place in Taiwan. Taiwanese respondees in the USA have had experience living in the American culture. Therefore, in order to have more objective results, the final package design and evaluation form were sent back to Taiwan where less exposure to American dry cereal is probable. Twenty people were asked to evaluate the new cereal package design and to respond via e-mail.

I am a ___ graphic designer [ ] other 

1. This product is for: [ ] A. breakfast [ ] B. lunch [ ] C. dinner [ ] D. snack
   Comments:
   I know it's breakfast based on the type and the descriptions on the back. I think the story on the back is a good idea.

2. Do you think these packages help you learn how to prepare the food? [ ] Yes [ ] No
   Comments:
   The directions are on the side, and there's milk in the bowl. Directions are simple and clear. Based on the pictograms. Very clear in words.

3. Do you think pictograms help you understand this product better? [ ] Yes [ ] No
   Comments:
   Help understand the process. The picture and word are clear enough. Pictograms don't really help much. Maybe they should be bigger or on the facing side.

4. Do you learn how to prepare the food through the milk on the package? [ ] Yes [ ] No
   Comments:
   Yes, it's very clear. It suggests adding milk into the food. I saw it many times and I didn't even notice that the milk suggests how to prepare it. You made a good point though.

5. Do the illustrations on this package clearly communicate the product? [ ] Yes [ ] No
   Comments:
   I especially like the fruit pattern on the package. I supposed that you can eat the food with fruit or it's made from fruit. The cereal is not very clear. I'd like to see more clear detail. Hard to see; the print out is not very clear.
6. Do you think the colors work well within this package?  
   Comments:  
   Perhaps the background (the band) can be a brighter color, such as yellow.  
   Yes, all work fine. But the strawberry and grapes are too dark.  
   I am assuming green means healthy food.

7. In your opinion, is this package aesthetically appealing?  
   Comments:  
   Yes, very nice. I like it because it's very simple and clean, not like other similar products' packages, which are usually too noisy and I can't even read the descriptions and directions.  
   It's very different, very simple and clean.  
   Very clean and understandable.  
   I don't think the color is quite right. It is too serious for a food product.  
   I like it especially for the composition. The color of the pattern is too dark though.

8. Would this package encourage you to try this new product?  
   Comments:  
   It will catch my eye if I see it on the shelf.  
   I don't like cereal.  
   I don't like sweet things for breakfast. But I would try it for it's good for my health.
Self Evaluation
Because this is a packaging design project, the process of the design should ideally include the cooperation of the company and a broader marketing survey in order to achieve the most successful communication. However, due to the limited time and the difficulty of sending messages back and forth between Taiwan and the USA, only a small audience was asked to evaluate this project. There was a concern that the results might not be objective enough. This is especially true for the set of packages of dry cereal. In this case, some design decisions would probably have to be changed if a broader marketing survey were done.

The porridge package prototype was printed out with less color control than desired due to paper and printer constraints. The ideal color should be more yellow, representing an appetizing food, instead of green, which sometimes is associated with spoiled seafood. Therefore, this design could be improved with the use of a different background color.

The cereal package prototype received mostly positive feedback from the actual evaluation process. However, it may take too much time for the viewers to notice the descriptions on the back panel of the package. Therefore, other design solutions could be made to create a stronger motivation for consumers to read all sides of the package.
The main focus of this study was to explore how various design elements can be used in visual communication in order to introduce a target audience to a new product from a different culture.

The research has analyzed existing cross-cultural packaging design examples. A clear comparison between two countries' styles of packaging design was developed. This helped viewers to understand the functions of the visual elements used on each package. This process would be especially beneficial for the graphic designers who work on assignments aimed at cultures other than their own.

Applying design findings from the analysis of existing packages to the design of new solutions was a challenge. Trying to balance the theory (the analysis from a designer's point of view) and the practice (the results from the surveys) was even more difficult. In the ideation process, using matrices to organize all possible combinations of visual elements made it easier to be systematic in generating new solutions.

The process of how the criteria were identified, the design problems were solved, and the final design decisions were made, is a valuable learning experience for the author, who expects herself to be a designer who breaks geographical and cultural boundaries in order to provide visual communication cross-culturally.
<table>
<thead>
<tr>
<th><strong>Glossary of Terms</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chinese Calligraphy</strong></td>
<td>In Chinese culture, calligraphy is closely related to both painting and writing. These three activities require the same tools (brush, ink, and paper or silk), and many literati engage in two or all three of these arts. Theories of Chinese calligraphy, painting, and literature developed along parallel lines, and treatises on these arts use similar or even identical concepts, terms and images.</td>
</tr>
<tr>
<td><strong>Chinese Speakers</strong></td>
<td>This term refers to people whose native language is Chinese. People from China and Taiwan are the main Chinese speakers in Asia, but Chinese characters can be recognized and understood in China, Taiwan, and Hong Kong.</td>
</tr>
<tr>
<td><strong>Corporate Identity</strong></td>
<td>A symbol or a mark to communicate a corporation’s philosophies, goals, what products they make or services they provide.</td>
</tr>
<tr>
<td><strong>Cross-cultural</strong></td>
<td>Dealing with or offering comparison between two or more different cultures or cultural areas.</td>
</tr>
<tr>
<td><strong>Graphic Designer</strong></td>
<td>An artist who specializes in the design of visual communications. Originally used to designate designers of typography and printing, it now refers to a wide range of information design activity.</td>
</tr>
<tr>
<td><strong>Pictogram</strong></td>
<td>A pictogram is an image-related sign which represents, or stands for, the object depicted. It may represent a single object or all varieties of that object, such as a pictogram of an aircraft at an airport.</td>
</tr>
<tr>
<td><strong>Sans serif</strong></td>
<td>Typefaces without serifs.</td>
</tr>
<tr>
<td><strong>Serifs</strong></td>
<td>Small elements added to the ends of the main strokes of a letterform in serifed type styles.</td>
</tr>
<tr>
<td><strong>Symbol</strong></td>
<td>Something that represents something else by association, resemblance, or convention; especially a material object used to represent an operation, an element, a quantity, a quality, or a relation, as in mathematics or music.</td>
</tr>
<tr>
<td>Glossary of Terms (continued)</td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td>A target audience is a group of people who are defined by some common characteristics (age, gender, interests, etc.) which make them the most appropriate recipients of a marketing message or design.</td>
</tr>
<tr>
<td><strong>Typeface</strong></td>
<td>The design of alphabetical and numerical characters unified by consistent visual properties.</td>
</tr>
<tr>
<td><strong>Visual Communication</strong></td>
<td>Any printed, environmental and digital presentations of information and ideas.</td>
</tr>
</tbody>
</table>
| CROSS-CULTURAL STUDY | Axtell, Roger E. | *Do's and Taboos Around the World*  
|----------------------|-----------------|-----------------------------------------------------------------------------|
|                      | Aldersey-Williams, Hugh | *World Design: Nationalism and Globalism in Design*  
|                      | Gazur, Maija | *Global Business Challenges: Am I Ready?*  
|                      | Gudykunst, William & Kim, Young Yun | *Cross-Cultural Adaptation: Current Approaches*  
|                      | Hall, Edward T. | *Beyond Culture*  
*The Hidden Dimension*  
*The Silent Language*  
|                      | Metcalf, Gale & Wallach, Joel | *Working with Americans*  
| GRAPHIC DESIGN       | Carter, Rob Day, Ben & Meggs, Philip | *Typographic Design: Form and Communication*  
New York: John Wiley & Sons, Inc., 1993 |
|                      | Farque, Omar | *Graphic Communication as a Design Tool*  
|                      | Gress, Gunther R. | *Reading Images: The Grammar of Visual Design*  
|                      | Kliment, Stephen A. | *Creative Communication for a Successful Design Practice*  
|                      | Meggs, Philip | *A History of Graphic Design*  
|                      | Steiner, Henry | *Cross-Cultural Design: Communicating in the Global Marketplace*  
|                      | Wang, Joan | *Multi-Cultural Communication of Graphic Design*  


**IMAGE RESOURCES**


Appendices Listing

Appendix I-A  Existing Packaging Examples:
Taiwanese Rice Porridge

Appendix I-B  Existing Packaging Examples:
American Dry Cereal

Appendix II-A  Evaluation of Existing Packaging Examples:
Taiwanese Rice Porridge

Appendix II-B  Evaluation of Existing Packaging Examples:
American Dry Cereal

Appendix III-A  Preliminary & Intermediate Sketches:
Taiwanese Rice Porridge

Appendix III-B  Preliminary & Intermediate Sketches:
American Dry Cereal

Appendix IV  Intermediate Evaluation:
A. Taiwanese Rice Porridge
B. American Dry Cereal

Appendix V  Retrospective Evaluation:
A. Taiwanese Rice Porridge
B. American Dry Cereal
Appendix I-A

Existing Packaging Examples:
Taiwanese Rice Porridge
Taiwanese Rice Porridge

Example 1

President Company
Porridge packages for Taiwanese market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>Chinese / no English</td>
</tr>
<tr>
<td>Imagery</td>
<td>large corporate symbol; no pictographic symbols</td>
</tr>
<tr>
<td>Illustration</td>
<td>no image of the food</td>
</tr>
<tr>
<td>Type</td>
<td>English: none; Chinese: Chinese calligraphy</td>
</tr>
<tr>
<td>Color</td>
<td>white background; different colors indicating different flavors</td>
</tr>
<tr>
<td>Pattern</td>
<td>pattern on the lower part of the cup</td>
</tr>
<tr>
<td>Form</td>
<td>paper cup</td>
</tr>
</tbody>
</table>

can only communicate with Chinese speakers
emphasis on the brand
can't communicate what the food is like
showing the product Chinese style
showing different flavors
showing the Chinese style
convenience of carrying out
Taiwanese Rice Porridge

Example 2

Golden Car Company
Porridge package for Taiwanese market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>Chinese with English translation / no English directions</td>
</tr>
<tr>
<td>Imagery Symbol</td>
<td>large corporate symbol; no pictographic symbols</td>
</tr>
<tr>
<td>Illustration</td>
<td>image of the prepared food</td>
</tr>
<tr>
<td>Type English</td>
<td>serif</td>
</tr>
<tr>
<td>Type Chinese</td>
<td>serif</td>
</tr>
<tr>
<td>Color</td>
<td>warm and highly contrasted colors</td>
</tr>
<tr>
<td>Pattern</td>
<td>water pattern</td>
</tr>
<tr>
<td>Form</td>
<td>paper cup</td>
</tr>
</tbody>
</table>
Taiwanese Rice Porridge

Example 3

Golden Car Company
Porridge package for Taiwanese market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td></td>
</tr>
<tr>
<td>Chinese with English translation; no English directions</td>
<td>communicate with English speakers in certain degree</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td>Illustration</td>
<td>image of the prepared food</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td>Chinese</td>
<td>serif</td>
</tr>
<tr>
<td>Color</td>
<td>green pattern</td>
</tr>
<tr>
<td>Pattern</td>
<td>fish pattern</td>
</tr>
<tr>
<td>Form</td>
<td>paper cup</td>
</tr>
</tbody>
</table>
### Taiwanese Rice Porridge

**Example 4**

![Porridge package for Taiwanese market](image)

Golden Car Company
Porridge package for Taiwanese market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>Chinese / English descriptions and directions</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td></td>
<td>small corporate symbol; no pictographic symbols</td>
</tr>
<tr>
<td>Illustration</td>
<td>photo of the prepared food</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>serif</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
</tr>
<tr>
<td></td>
<td>Chinese calligraphy</td>
</tr>
<tr>
<td>Color</td>
<td>white background; different colors indicating different flavors</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>paper cup</td>
</tr>
</tbody>
</table>
Taiwanese Rice Porridge

Example 5

Ivy Company
Porridge package for Taiwanese market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>Chinese / English descriptions and directions</td>
</tr>
<tr>
<td>Imagery Symbol</td>
<td>small corporate symbol; no pictographic symbols</td>
</tr>
<tr>
<td>Illustration</td>
<td>photo of the prepared food</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td>Chinese</td>
<td>Chinese calligraphy</td>
</tr>
<tr>
<td>Color</td>
<td>white background; different colors indicating different flavors</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>paper cup</td>
</tr>
</tbody>
</table>
Taiwanese Rice Porridge
Example 6

Maggi Company
Porridge package for Taiwanese market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>Chinese / no English</td>
</tr>
<tr>
<td></td>
<td>can only communicate with Chinese speakers</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td></td>
<td>large corporate symbol /</td>
</tr>
<tr>
<td></td>
<td>pictographic symbols</td>
</tr>
<tr>
<td></td>
<td>emphasis on the brand /</td>
</tr>
<tr>
<td></td>
<td>showing the process of preparing</td>
</tr>
<tr>
<td>Illustration</td>
<td>drawing of the unprepared</td>
</tr>
<tr>
<td></td>
<td>food and ingredients</td>
</tr>
<tr>
<td></td>
<td>communicate what food is made of</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>none</td>
</tr>
<tr>
<td>Chinese</td>
<td>Chinese calligraphy</td>
</tr>
<tr>
<td></td>
<td>showing the product Chinese style</td>
</tr>
<tr>
<td>Color</td>
<td>highly contrasted colors:</td>
</tr>
<tr>
<td></td>
<td>yellow background with</td>
</tr>
<tr>
<td></td>
<td>red and purple drawing</td>
</tr>
<tr>
<td></td>
<td>attractive to the eye</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>plastic cup</td>
</tr>
<tr>
<td></td>
<td>convenience of carrying out</td>
</tr>
</tbody>
</table>
Appendix I-B

Existing Packaging Examples:
American Dry Cereal
Existing Packaging Examples: American Dry Cereal

Example 1

![Kellogg's Company](image)

Cereal package for American market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>English / no Chinese</td>
</tr>
<tr>
<td>Imagery Symbol</td>
<td>emphasis on name of this product</td>
</tr>
<tr>
<td>Illustration</td>
<td>showing what the food is like</td>
</tr>
<tr>
<td>Type English</td>
<td>communicate to the target audience - children</td>
</tr>
<tr>
<td>Chinese</td>
<td>none</td>
</tr>
<tr>
<td>Color</td>
<td>showing specific flavors</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>convenience of stacking</td>
</tr>
</tbody>
</table>
### Existing Packaging Examples: American Dry Cereal

#### Example 2

![Image of Kellogg's Cocoa Frosted Flakes Cereal](image)

**Kellogg's Company**  
Cereal package for Asian market

<table>
<thead>
<tr>
<th></th>
<th>Design Decision</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Language</strong></td>
<td>English / Chinese translation in the corner, no descriptions</td>
<td>Chinese label was added in the corner to communicate with Chinese speakers</td>
</tr>
<tr>
<td><strong>Imagery</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Symbol</strong></td>
<td>large product name on package</td>
<td>emphasis on name of this product</td>
</tr>
<tr>
<td><strong>Illustration</strong></td>
<td>image of the food / drawing of a cartoon character</td>
<td>showing what the food is like</td>
</tr>
<tr>
<td><strong>Type</strong></td>
<td>English</td>
<td>communicate to the target audience - children</td>
</tr>
<tr>
<td><strong>Chinese</strong></td>
<td>different typefaces, for the brand and the product name</td>
<td>to unify Chinese character and English type</td>
</tr>
<tr>
<td><strong>Color</strong></td>
<td>flat color, cartoon style</td>
<td>showing specific flavors</td>
</tr>
<tr>
<td><strong>Pattern</strong></td>
<td>none</td>
<td>none</td>
</tr>
<tr>
<td><strong>Form</strong></td>
<td>paper box</td>
<td>convenience of stacking</td>
</tr>
</tbody>
</table>
Existing Packaging Examples: American Dry Cereal

Example 3

Kellogg's Company
Cereal package for American market

<table>
<thead>
<tr>
<th>Language</th>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>English / no Chinese</td>
<td>can only communicate with English speakers</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Imagery</th>
<th>Symbol</th>
<th>big name on package</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>large corporate identity</td>
<td>emphasis on name of this product and the brand</td>
</tr>
</tbody>
</table>

| Illustration | image of the prepared food | showing what the food is like |

<table>
<thead>
<tr>
<th>Type</th>
<th>English</th>
<th>sans serif</th>
<th>communicate to the target audience - children</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chinese</td>
<td>none</td>
<td>none</td>
</tr>
</tbody>
</table>

| Color | flat color, cartoon style | showing specific flavors |

<table>
<thead>
<tr>
<th>Pattern</th>
<th>none</th>
<th>none</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Form</th>
<th>paper box</th>
<th>convenience of stacking</th>
</tr>
</thead>
</table>
**Existing Packaging Examples: American Dry Cereal**

**Example 4**

Kellogg's Company  
Cereal package for Asian market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>English / Chinese translation descriptions</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td></td>
<td>Illustration</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
</tr>
<tr>
<td>Color</td>
<td>flat color, cartoon style white background</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>paper box</td>
</tr>
</tbody>
</table>
Existing Packaging Examples: American Dry Cereal

Example 5

![Image of Kellogg's Frosted Flakes cereal box]

Kellogg's Company
Cereal package for American market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Language</strong></td>
<td>English / no Chinese</td>
</tr>
<tr>
<td><strong>Imagery</strong></td>
<td>Symbol big product name big corporate identity</td>
</tr>
<tr>
<td></td>
<td>Illustration image of the food / drawing of a cartoon character</td>
</tr>
<tr>
<td><strong>Type</strong></td>
<td>English sans serif</td>
</tr>
<tr>
<td></td>
<td>Chinese none</td>
</tr>
<tr>
<td><strong>Color</strong></td>
<td>flat color, cartoon style</td>
</tr>
<tr>
<td><strong>Pattern</strong></td>
<td>none</td>
</tr>
<tr>
<td><strong>Form</strong></td>
<td>paper box</td>
</tr>
</tbody>
</table>
### Existing Packaging Examples: American Dry Cereal

**Example 6**

![Image of Kellogg's Corn Flakes package](image)

Kellogg’s Company  
Cereal package for Asian market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
</table>
| Language        | English / Chinese translation descriptions  
|                 | Chinese translation can communicate with Chinese speakers |
| Imagery         | Symbol   | smaller product name but larger corporate identity  
|                 | emphasis on the brand |
|                 | Illustration | image of the food and pouring milk  
|                 | showing what the food is like and how to prepare it |
| Type            | English | sans serif  
|                 | unsure |
|                 | Chinese | different typefaces, for the brand and the product name  
|                 | to unify Chinese character and English type |
| Color           | flat color, cartoon style blue background  
|                 | unsure about the background color selection |
| Pattern         | none  
|                 | none |
| Form            | paper box  
|                 | convenience of stacking |
### Existing Packaging Examples: American Dry Cereal

#### Example 7

![American Dry Cereal Packaging](image)

Kellogg's Company

Cereal package for American market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Language</strong></td>
<td>English / no Chinese</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol big product name, small corporate identity</td>
</tr>
<tr>
<td></td>
<td>Illustration image of the food</td>
</tr>
<tr>
<td>Type</td>
<td>English serif</td>
</tr>
<tr>
<td></td>
<td>Chinese none</td>
</tr>
<tr>
<td>Color</td>
<td>flat, warm colors</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>paper box</td>
</tr>
</tbody>
</table>
Existing Packaging Examples: American Dry Cereal

Example 8

Kellogg's Company
Cereal package for Asian market

<table>
<thead>
<tr>
<th>design decision</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>English / Chinese translation descriptions</td>
</tr>
<tr>
<td>Imagery</td>
<td>Symbol</td>
</tr>
<tr>
<td></td>
<td>Illustration</td>
</tr>
<tr>
<td>Type</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
</tr>
<tr>
<td>Color</td>
<td>warm colors</td>
</tr>
<tr>
<td>Pattern</td>
<td>none</td>
</tr>
<tr>
<td>Form</td>
<td>paper box</td>
</tr>
</tbody>
</table>
Evaluation of Existing Packaging Examples:
Taiwanese Rice Porridge
Evaluation Form Used

MFA Candidate: Chia-Wen Tsao
Committee: Deborah Beardslee
Cathy Chou
Heinz Klinkon

Evaluation

Package 1 Series

I am Taiwanese ______ Other __________
I am familiar with these products Yes ______ No ______

After viewing the packages, please answer the following questions:

1. This product is for:
   A. breakfast   B. lunch   C. dinner   D. snack

2. Do you know how to prepare the food from looking at these packages?
   Yes ______ No ______

3. Do you think pictograms would help you understand this product better?
   Yes ______ No ______
   If yes, in what ways would they help?

_____________________________________

4. Do you think the pattern on each package indicates a specific, different flavor?
   Yes ______ No ______

   Which one do you think communicate the clearest?
   A. ______ B. ______ C. ______ D. ______

5. Do the illustrations on these packages help you understand the products?
   Yes ______ No ______

   Which illustration communicates best?
   A. ______ B. ______ C. ______ D. ______
   Why?

6. Are company and brand very important in your product selection? Why or why no?
   _________________________________

7. Which package of this series has the strangest color decisions? Why?
   _________________________________

8. Do you think including an English translation on this package makes it easier for you to understand the product?
   _________________________________

9. Overall, which package of this series makes you want to try this product? Please explain.
   _________________________________
Evaluation Summary for Porridge Packages

Question 1
I am familiar with these products.
Yes 1 No 26

Question 2
This product is for:
A. breakfast 5 B. lunch 24
C. dinner 5 D. snack 4

Question 3
Do you know how to prepare the food from looking at these packages?
Yes 15 No 15

Question 4
Do you think pictograms would help you understand the product better?
Yes 24 No 6
If yes, in what ways would they help?
Show you step by step of preparing the food.
Because I can’t read Chinese.
They are clearer than words.
Clarity from language is not enough.
Show steps.
Show steps and instructions.
I can follow the steps.
A picture is worth a thousand words.
Pictures are more clear than words.
I can’t read it without a translation, and anything would help.
They can show you how to prepare the food.
They will help people who don’t read Chinese understand the directions.
Pictures are easier to understand.
Perhaps providing instructions for how to prepare.
Graphics help me understand the process.
They are straight forward. Look at them and you know how to prepare the food.
Show how to prepare.
Show before and after preparation.

Question 5
Do you think the pattern on each package indicates a specific, different flavor?
Yes 24 No 6
Which one do you think communicates most clearly?
A. 12 B. 3 C. 9 D. 6
Question 6
Do illustrations on these packages help you understand the products?
Yes _____ 26  No _____ 4

Which illustration communicates best?
A. 12  B. 8  C. 7  D. 3

Why?
A. Because the image clearly shows the food.
   Includes English.
   Photo is more clear.
   I can identify the chicken.
   The spoon makes me to think it is a soup.
   Shows piece of chicken.
   Because I know what it is.
   Picture is clear.
   You can see what it is supposed to be.
   It shows what it looks like when it is prepared.
   I can identify the chicken and ingredients in the photo.
   Best picture.

B. The drawing shows what is inside.
   I can see what is inside by looking at the illustration.
   It has illustration of the ingredients.
   Illustrates some of the main flavors and ingredients (I am assuming.)
   It shows the ingredients.
   Because it has pictures of the ingredients.
   It shows what's inside.
   Pictures / illustration shows the foods that the product is made of.

C. The picture shows the prepared food.
   Shows majority of ingredients.
   Actual picture of contents.
   Because it has English words.
   Picture is clear and looks better.
   Picture is clear.

D. It clearly shows fish.
   Picture shows contents.
Question 7
Are companies or brands very important in your product selection?
Yes 20 No 10

Why or why not?
Yes, because of reputation.
Yes, if I like the taste of a specific brand.
Yes, because they taste different.
Yes, reputation of quality.
Yes, if you know the brand, you know how good the food is. It is most like going to a good restaurant.
Yes, you can trust a well known company.
Yes, quality reliability.
Yes, you can trust a company because of its good reputation.
Yes, because I would be more likely to trust a brand I was familiar with.
Yes, because it represents the good quality.
Yes, because they use different ingredients.
Yes, the one that I ever tried and like the taste, I'll buy it again.
Yes, because I trust the quality.
Yes, I identify a certain level of quality and taste with a particular brand.
Yes, they usually assure quality.
No, because I look at picture.
Not for me, because I am not familiar with the companies.
No. The only thing that matters is taste and cost.
No. I've never heard anything about any of these.
No, because I'm not familiar with the products.
No. I go for taste.
No, I think most of them are the same.
No, I go for my favorite flavor.
No, taste is important, not name.
No. Price and quality are more important.
Question 8
Which package of this series has the strongest color decisions? Why?
A. 5  B. 4  C. 16  D. 4

A. Looks OK.
The colors are mild.
Type can be easily read. Color does not overwhelm the info the package transmit.
It is the best taste, not overpowering but very appetizing.
The color is not too strong, but very attractive.

B. Very bright and it stands out.
Colors are highly contrasted so it stands out.
Lit looks different.

C. Looks better than the rest.
Strong color and high contrast.
Variety and contrasts.
Colors are darker; high quality.
I think the orange stands out.
Contrast. It stands out.
Because of the variety of vegetables in them.
Colors are stronger than others.
Orange captures attention.
Looks realistic.
The colors make it stand out from others.
Looks hot.
The colors are highly contrasted and it stands out.

D. Bright contrasting colors.
The green and orange combination seems to jump out, and they remind me of vegetable.... food.
Because the green and fish go well.
The variety of colors and designs present.

Question 9
Do you think including an English translation on this package makes it easier for you to understand this product?
Yes 30  No 0
**Evaluation Summary for Porridge Packages**  
(continued)

**Question 10**  
**Overall,** which package of this series makes you want to try this product?  
Please explain.

A. 14 B. 7 C. 7 D. 1

**A. Because I like chicken.**
- I find the images enticing, unlike the image on package C; I wouldn’t want to eat what comes inside it.
- It looks the best.
- Because it looks like chicken soup - which I am familiar with.
- The food appearance looks delicious, rather than the other.
- Because I love chicken.
- Because the picture of the food makes it appetizing.
- The picture looks the best.
- Chicken porridge.... mmm ...I love chicken.
- Just because I like chicken.
- Because I like chicken and I am more familiar with how chicken might taste in an instant product.

**B. Looks the best tasting.**
- Looks most tasty.
- Looks the best.
- I’d like to know how it tastes.
- It looks better.
- I think the image looks better than others.

**C. Food photo not washed out - fairly crisp.**
- Because of the English words and picture.
- It looks tasty.
- Looks the most appetizing.
- Images on the package are appealing and peak curiosity.

**D. Because the picture of the food looks good.**
Evaluation of Existing Packaging Examples:
American Dry Cereal
Evaluation Form Used

MFA Candidate: Chia-Wen Tsao
Committee: Deborah Beardslee, Cathy Chou, Heinz Klinkon

Evaluation
Package 2 Series

我是台華人_____其他______________

我對於這項產品有所了解 是____ 否____

看完了下列包裝之後, 請回答以下的問題:

1. 這項產品是
   A. 早餐  B. 中餐  C. 晚餐  D. 點心

2. 看過包裝之後, 您了解如何時用這項產品嗎?
   是____ 否____

3. 您認爲圖解如何使用會幫助您更了解本產品嗎?
   是____ 否____
   如果是, 您認為圖示可以如何幫助您呢?

4. 您認為在包裝上顯示牛奶可以幫助您了解如何食用本產品嗎?
   是____ 否____
   您認為在包裝上顯示穀類或水果可以幫助您了解本產品的內容物嗎?
   是____ 否____

5. 您認為在包裝上的插圖有幫助您了解本產品嗎?
   是____ 否____
   哪一個是最清楚表達本產品呢?
   A. ____ B. ____ C. ____ D. ____
   爲什麼?

6. 您認為品牌對您選擇產品有影響嗎? 爲什麼?

7. 哪一個包裝您認為有最好的顏色? 爲什麼?

8. 您認為中文翻譯會幫助您更了解本產品嗎?

Evaluation Summary for Cereal Packages

Question 1
I am familiar with these products.
Yes  9    No  6

Question 2
This product is for:
A. breakfast  13    B. lunch  0
C. dinner  0    D. snack  2

Question 3
Do you know how to prepare the food from looking at these packages?
Yes  6    No  9

Question 4
Do you think pictograms would help you understand the product better?
Yes  11    No  4

If yes, in what ways would they help?
Because I can't read English.
Clarity from language is not enough.
Show steps and instructions.
Show how to prepare.
I can follow the steps.
Pictures are more clear than words.
They are straightforward. Look at them and you know how to prepare the food.
I can't read it without a translation, and pictures would help a lot.
They will help people who don't read Chinese understand the directions.
Pictures are easier to understand and I can't read English.
Perhaps providing instructions for how to prepare.

Question 5
Do you think showing milk on the packages indicates how to prepare the food?
Yes  14    No  1

Do you think the photo of a corn or fruit helps you understand the ingredients of this product?
Yes  9    No  6
question 6
do illustrations on these packages help you understand the products?
   yes ______  no ______

which illustration communicates best?
   a. ______  b. ______  c. ______  d. ______

why?
   a. because the image clearly shows the food.
      the colors show the flavor.
      the style is not so serious.
      picture is clear. (why the tiger?)

   b. the picture shows what's inside. and i don't know the tiger showing on package a.
      i can see what is inside by looking at the illustration.
      it looks energetic.
      it shows what's inside.

   c. shows majority of ingredients.
      because it has chinese

   d. it clearly shows the food and ingredients.
      picture shows contents. but should include chinese description (history) about it.
      it looks how to prepare the food with the milk coming out of the pitch.
      it look delicious. (and the chicken represents morning? i'm assuming.)
      it has chinese. but if there is a chinese description, it will be better.

question 7
are companies or brands very important in your product selection?
   yes ______  no ______

why or why not?
   yes, you can trust a well known company.
   yes, quality reliability.
   yes, you can trust a company because of its good reputation.
   yes, the one that i ever tried and like the taste, i'll buy it again.
   yes, because i trust the quality.
   yes, because of their reputation.
   yes, there are other similar products, and a brand usually good quality.
   yes, reputation of quality.
   yes, they usually assure quality.
   no, taste and flavor are more important.
   no, because i think they are all similar.
   no, i am no familiar with this product so it doesn't matter.
   no, taste is more important than names.
   no, price and quality are more important.
Question 8
Which package of this series has the strongest color decisions? Why?
A. 6  B. 1  C. 1  D. 7

A. Purple is very attractive, and it captures my attention.  
   Because the color (brown) suggests the chocolate flavor.  
   Colors are bright; full of energy.  
   Purple is an unusual color for food package. It looks different.  
   Color matches the flavor.  
   I was attracted to the purple.

B. I like the simple design; not using too many different colors because that will make the package looks too busy.

C. It looks warm, full of rich nutrition, and appetizing.

D. White background contrasts with the red and green of the illustration.  
   It's simple and bright.  
   The simple white background makes it stand out.  
   White makes me feel comfortable.  
   It's a good choice to represent one's mood in the morning.  
   It's simple and clear.  
   The white background makes it feels like a breakfast food.

Question 9
Do you think including an English translation on this package makes it easier for you to understand this product?
Yes 11  No 3
One people responded as “It depends.” If the translation is not good enough, sometimes it makes viewers even more confused.
Question 10
Overall, which package of this series makes you want to try this product? Please explain.

A. 5  B. 3  C. 2  D. 3

A. Because it looks positive and cute.
   I like chocolate.
   The tiger is cute though I don’t know why a tiger is used.
   I feel like I can enjoy the food; others are too serious.
   Because I like the flavor.

B. It’s healthy, and that’s very important.
   The ingredients on the package shows clearer than others.
   It obviously convey the message to the consumers that the product is a healthy food. It will be my first concern.

C. It looks like it has more nutrition in it.
   It looks like it has richer nutrition.

D. Because the picture on the back makes understand the food.
   I like the original flavor.
   I has more “morning” feeling.
Appendix III-A

Preliminary & Intermediate Sketches:
Taiwanese Rice Porridge
Asymmetrical Compositions
Pattern Explorations
Appendix III-B

Preliminary & Intermediate Sketches: American Dry Cereal
Symmetrical Compositions
Asymmetrical Compositions
Appendix IV

Intermediate Evaluation:
A. Taiwanese Rice Porridge
B. American Dry Cereal
Evaluation Form Used

MFA Candidate: Chia-Wen Tsao
Committee:
Deborah Beardslee
Cathy Chou
Heinz Klinkon

Evaluation

After viewing the packages, please answer the following questions:

1. Which design do you think has:
   - A unique image use? Set 1. ___ Set 2. ___ Set 3. ___
   - Good connections between imagery and typography? Set 1. ___ Set 2. ___ Set 3. ___
   - A well-chosen color? Set 1. ___ Set 2. ___ Set 3. ___
   - Easy to read typography? Set 1. ___ Set 2. ___ Set 3. ___

2. Which design do you think will:
   - Well communicate what the product is? Set 1. ___ Set 2. ___ Set 3. ___
   - Easily tell how to prepare the food? Set 1. ___ Set 2. ___ Set 3. ___

3. Which design makes you want to try the product? Set 1. ___ Set 2. ___ Set 3. ___

4. What is your suggestion for improvement?
Evaluation Summary for Porridge Packages

**Graphic Design**

Which design do you think has

A. A unique image use?
   - Set 1. 3 people
   - Set 2. 3 people
   - Set 3. 14 people

B. Good connections between imagery and typography?
   - Set 1. 5 people
   - Set 2. 9 people
   - Set 3. 6 people

C. A well-chosen color?
   - Set 1. 5 people
   - Set 2. 3 people
   - Set 3. 12 people

D. Easy to read typography?
   - Set 1. 4 people
   - Set 2. 6 people
   - Set 3. 10 people

Which design do you think will

A. Well communicate what the product is?
   - Set 1. 8 people
   - Set 2. 5 people
   - Set 3. 7 people

B. Easily tell how to prepare the food?
   - Set 1. 5 people
   - Set 2. 2 people
   - Set 3. 13 people

**Suggestions**

A. Which design makes you want to try the product?
   Why?
   - Set 1. 6 people
     - Illustration that shows the ingredients.
     - Interesting pattern.
     - Colors are more appetizing.
     - Illustration is easier to understand.

   - Set 2. 4 people
     - Good images.
     - I like the images because it looks more Chinese.
     - The yellow one looks delicious.
     - Set 2 looks very Oriental.

   - Set 3. 10 people
     - I think it will look very different from other products on the shelf.
     - It's the easiest one for me to read.
     - Looks quieter but different.
     - I like the vertical band; it looks very different.
     - The directions are the clearest.
     - Colors are unusual.
     - More interesting, and clearer description about the food.
     - The images are pretty and easy to understand.
     - It looks different from other two.
     - I think it's the most successful one aesthetically.
Evaluation Summary for Porridge Packages  (continued)

**Suggestions**

B. What are your suggestions for improvement?

- Make the type more readable.
- Make the directions more readable.
- Bigger type or different with Set 1.
- Maybe different typeface.
- The type, you should make it more readable for Set 1

- Change colors of Set 2.
- Colors of Set 3 look unique but not appetizing.
- More color variety
- Try other color combinations for Set 2.

- Try a better photo image.
- You need a clearer image and pattern.
- Make that image of porridge smaller with set 3.
- Try more patterns.
- Work on Set 1 with the spoon/bowl outline.
- I think Set 3 is the best one, but maybe you can try different patterns with it.
看了下列包装之后，请回答以下的问题：

1. 哪一组包装有:
   - 独特的影像（照片、插图）
     A. ____ B. ____ C. ____
   - 图文之间有良好的关联
     A. ____ B. ____ C. ____
   - 颜色搭配良好
     A. ____ B. ____ C. ____
   - 文字易於阅读
     A. ____ B. ____ C. ____

2. 哪一组设计您认为可以
   - 成功地表达本项产品
     A. ____ B. ____ C. ____
   - 使使用者容易了解如何食用
     A. ____ B. ____ C. ____

3. 哪一组设计会吸引您购买本产品呢？
   A. ____ B. ____ C. ____
   理由：

4. 就改善本产品的包装设计，您有什麼建议吗？
Evaluation Summary for Cereal Packages

Graphic Design
Which design do you think has
A. A unique image use?
   Set 1. 3 people   Set 2. 3 people   Set 3. 9 people

B. Good connections between imagery and typography?
   Set 1. 5 people   Set 2. 4 people   Set 3. 6 people

C. A well-chosen color?
   Set 1. 6 people   Set 2. 3 people   Set 3. 5 people

D. Easy to read typography?
   Set 1. 3 people   Set 2. 4 people   Set 3. 8 people

Which design do you think will
A. Well communicate what the product is?
   Set 1. 4 people   Set 2. 4 people   Set 3. 7 people

B. Easily tell how to prepare the food?
   Set 1. 4 people   Set 2. 8 people   Set 3. 3 people

Suggestions
A. Which design makes you want to try the product?
   Why?
   Set 1. 3 people
      Image looks very energetic.
      I like the bright colors and the image of the milk coming out of the spoon..
      Colors are more appetizing.

   Set 2. 4 people
      I like the style of the fruit.
      I like it because it’s quieter; it feels more like the “morning.”
      The pattern on the background makes me feel comfortable.
      The images explain everything about this food.

   Set 3. 8 people
      I think it will look very different from other products on the shelf.
      It looks different and quieter.
      I like the colors. I thought they are different flavors. But they all look great.
      More interesting, and clearer description about the food.
      I like the style of the background (fruit pattern?)
      It looks different from other two. Maybe it’s because of the vertical band.
      This set looks different from other similar products
      The most successful color decision.
Suggestions

B. What are your suggestions for improvement?

Change colors of Set 1.
Colors of Set 1 look unusual.

Try a different pattern for Set 1. The food pattern looks weird.
Make the image of the bowl smaller with Set 3.
I think Set 3 is the best one, but maybe you can try different patterns with it.
Try more different patterns.
I think you can try other color combinations.
Appendix V

Retrospective Evaluation:
A. Taiwanese Rice Porridge
B. American Dry Cereal
I am a _______ graphic designer
________ other ____________________

After viewing the packages, please answer the following questions:

1. This product is for: (circle one)
   A. breakfast  B. lunch  C. dinner  D. snack

2. Do you think these packages help you learn how to prepare the food? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments

3. Do you think pictograms help you understand this product better? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments

4. Do you learn a specific flavor from the pattern on this package? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments

5. Do the illustrations on this package clearly communicate the product? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments

6. Do you think the colors work well within this package? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments

7. In your opinion, is this package aesthetically appealing? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments

8. Would this package encourage you to try this new product? 
   Yes [ ] [ ] [ ] [ ] No [ ] [ ] [ ] [ ]
   Comments
Evaluation Summary for Porridge Packages

I am a 6 graphic designer
(24) other

1. This product is for: (20) A. breakfast  (12) B. lunch  C. dinner  D. snack
Comments:
I know it's breakfast based on the type, but I'd guess it's lunch based on the flavor. It says breakfast on the package, but my experience with products in this kind of package says “lunch” or “snack.”

2. Do you think these packages help you learn how to prepare the food? Yes (25)  4  1 No
Comments:
The directions are on the top. Based on the pictograms. Very clear in words + pictures. Directions are simple and clear. Teach me how to prepare the package.

3. Do you think pictograms help you understand this product better? Yes (24)  5  1  No
Comments:
Help understand the process.

4. Do you learn a specific flavor from the pattern on this package? Yes (20)  4  6 No
Comments:
Yes for seafood: water + fish patterns are clear. No for rice. Seafood is clearer than rice. I realized it is seafood, but is it shrimp, fish or crab? Hard to see pattern from print-outs.
5. Do the illustrations on this package clearly communicate the product? Yes  
   Comments: Hard to see; the print out is not very clear.

6. Do you think the colors work well within this package? Yes  
   Comments: I would probably selected other colors though. A orangish pink instead of yellow (for seafood), and a blue for water. Perhaps the water needs to be more blue?
   Yes, all work very well.
   I associate seafood with green for some reason.
   Excellent choice for type of design and food.
   Green is really bad for seafood. It is nauseous.

7. In your opinion, is this package aesthetically appealing? Yes  
   Comments: Yes, very nice. I especially like the water and fish patterns.
   The color draws me to them.
   Very clean and understandable.
   Green and brown pastels are really bad.

8. Would this package encourage you to try this new product? Yes  
   Comments: Depending on flavor. Also, think about making the porridge package more like a bowl.
   I'd try most things once.
   You made a clear comparison between two countries styles in packaging which I've never seen or payed attention to. I find it very interesting. I'm amazed how the different cultures precede food.
   I don't like seafood.
   Don't eat much seafood.
   Could be more vibrant.
   The look of it would, but I would be discouraged by the shape - the cup with the lid you pull and add hot water - because I have had bad experiences with products that come in this kind of cup. No matter how beautiful the packaging, I would be hesitant to try it - based on those bad products I've tried before.
   I'm a vegetarian. I don't eat seafood.
   I can't see the food well; the design and color do not say much but "bland."
Evaluation Form Used

MFA Candidate: Chia-Wen Tsao
Committee: Deborah Beardslee
           Cathy Chou
           Heinz Klinkon

Evaluation

Package 2 Series

看完了下列包裝之後，請回答以下的問題:

1. 這項產品是:
   A. 早餐  B. 中餐  C. 晚餐  D. 點心

2. 您認為這個包裝設計可以幫助您了解如何食用本產品嗎？是 □ □ □ □ □ □ 否
   意見：

3. 您認為圖示有幫助您了解如何食用本產品嗎？是 □ □ □ □ □ □ 否
   意見：

4. 您認為包裝上的牛奶有幫助您了解如何食用本產品嗎？是 □ □ □ □ □ □ 否
   意見：

5. 您認為包裝上的插圖有清楚地表達本產品嗎？是 □ □ □ □ □ □ 否
   意見：

6. 您認為包裝上的顏色使用得宜嗎？是 □ □ □ □ □ □ 否
   意見：

7. 您認為這個包裝設計且吸引人嗎？是 □ □ □ □ □ □ 否
   意見：

8. 您認為這個包裝吸引您試本產品嗎？是 □ □ □ □ □ □ 否
   意見：
Evaluation Summary for Cereal Packages

I am a graphic designer (J8) other

1. This product is for: 20 A. breakfast  B. lunch  C. dinner  D. snack
   Comments: I know it's breakfast based on the type and the descriptions on the back. I think the story on the back is a good idea.

2. Do you think these packages help you learn how to prepare the food? Yes 20 No
   Comments: The directions are on the side, and there's milk in the bowl. Directions are simple and clear. Based on the pictograms. Very clear in words.

3. Do you think pictograms help you understand this product better? Yes 15  No
   Comments: Help understand the process. The picture and word are clear enough. Pictograms don't really help much. Maybe they should be bigger or on the facing side.

4. Do you learn how to prepare the food through the milk on the package? Yes 18 No
   Comments: Yes, it's very clear. It suggests adding milk into the food. I saw it many times and I didn't even notice that the milk suggests how to prepare it. You made a good point though.

5. Do the illustrations on this package clearly communicate the product? Yes 17 No
   Comments: I especially like the fruit pattern on the package. I supposed that you can eat the food with fruit or it's made from fruit. The cereal is not very clear. I'd like to see more clear detail. Hard to see; the print out is not very clear.
6. Do you think the colors work well within this package?  
   Comments:  
   Perhaps the background (the band) can be a brighter color, such as yellow. 
   Yes, all work fine. But the strawberry and grapes are too dark. 
   I am assuming green means healthy food.

7. In your opinion, is this package aesthetically appealing?  
   Comments:  
   Yes, very nice. I like it because it's very simple and clean, not like other similar products' packages, which are usually too noisy and I can't even read the descriptions and directions. 
   It's very different, very simple and clear. 
   Very clean and understandable. 
   I don't think the color is quite right. It is too serious for a food product. 
   I like it especially for the composition. The color of the pattern is too dark though.

8. Would this package encourage you to try this new product?  
   Comments:  
   It will catch my eye if I see it on the shelf. 
   I don't like cereal. 
   I don't like sweet things for breakfast. But I would try it for it's good for my health.