





# ? ? ?? 1. Equity products have graphic elements or icons easily identified Company name, brand name, symbol, typographic style, color or color pattern, or any combination of these. Kellogg's; Coca-Cola's bottle shape and can color pattern; Campbell's Soup's red-and-white can label, the Heinz "tombstone" logo; McDonald's golden arches Equity is built by establishing a reputation for consistently good product and service over a long time period. Icons are highly recognizable symbols that have major motivational impacts on a consumer's purchasing decision. Icons with high equity are always carried on new product lines in order to immediately establish the heritage and trust. ?b P: P? P C C C | C ? / ? ?0携?OEquity and Brand Names?2 ? ? ? ^ 2. Brand names a great deal of equity; an invaluable purchase motivator. Anacin, Ajax, Kraft, Oreos, Maxwell House, Marlboro, Tide, Band-Aid, Tylenol, Budweiser, Michelob, Realemon, Elmer's, Drano, Bufferin, Cheerios, Kleenex, Kotex, Heinz, Perrier, Quaker Oats, and Schweppes. Established brand names are valued possessions Great care to protect trademarks or copyrights Good brand names describe the virtue of the product or invoke some image Greese - off (a dishwashing product) I Hate Peas (French fries made from peas) Gorilla Balls (vitamin-enriched malt balls for athletes) Fluff-off (static eliminator) Brand names for new products can succeed only if the name is promoted by a substantial advertising and promotional campaign Cost of a new brand name?

Design Basics ? ? ? ??basic design elements of a package : 1. Shape The actual package outline, illustration, or body of text. 2. Size How large or small the object or design is. 3. Color Attract attention ;affects package ; add expense 4. Texture Perceived or real smoothness or roughness The sense of touch; the different materials Using graphic pattern or textured substrates 5. Tone The lightness or darkness 6. Line Straight or curved, heavy or light, rough or smooth, continuous or broken; create different feelings: horizontal: calm vertical: dignity diagonal: vitality curved: grace 7. Icons Convey meanings or messages; alsohave equity. Design principles :Organize design elements into balance and unity Apply to each element and to the design as a whole A composition is a specific arrangement of design elements. ? x PG P P" C ?C vC YC C C ? ,x ? ? ! ? 1 ? N. Typography ? ? ? ? b sans serif fonts are preferred. (Serifs are the small, decorative extensions at the ends of a letter s line). Serif fonts have fine lines that tend to fill during printing, particularly with reversed-out printing of text. (Figure 10.1, right side) A larger font size could overcome this problem somewhat. ? 2 2 C ? 3

? ? N. Typography? ? ? ??Decorative fonts to project a certain character or mood. Script fonts, for example, may be considered as feminine or romantic and are popular for personal care products. Elaborate script fonts can be difficult to read; relatively simple script designs in a larger size are preferred. Figure 10.2 shows a number of type treatments designed to convey a message beyond the actual textual message? ??C ? ? ? ? N. Typography? ? ? ? 30 Considerations of typography for a package: Match the person

Introduction Demographic and  
Graphic Design in Packaging

Psychographics The Retail Environment Fundamental Messages Equity and Names Graphic Design Basics Typography ?2 P c C ? ? N O Introduction?< ?  
' ? ? ? !? r +? r ?? A package design is composed of two separate components: 1. Features and characteristics Containment, protection/preservation, qualities 2. Attract consumer and motivate purchase decision surface decoration, form, material, shape Overview of the information Create packages to observer. Attention to product Consideration of the packa design Sophisticated graphics and misleading statements? x V k A :C " C 8C 4 C C ? ?? ) ? ? D? Demographics and Psychographics?  
4# # ? ? ? .1. Demographics Correct structural design product facts and physical world Understanding of the intended receiver of the communication.  
Consumption habits and motivations of population segments Purchase decision in the targeted audience Realms of demographics and psychographics. Demography: specific, easily quantifiable classifications information gender age occupation residence cultural background education level marital status family size socioeconomic status geographic factors

classifications information gender age occupation residence cultural background ethnic background education level marital status family size socioeconomic status geographic factors religious factors Anticipating market, future packaging needs. Some can be difficult to project. Broad demographic categorizations? PE P; Pm P@ P? Py P  
 C ?C | C yC ?, ? D<sub>2</sub> Demographics and Psychographics?# ? ?? Psychographics Psychographics ---how groups of people are motivated and how they behave An imprecise study common in everyday usage, DINKS, SKOTES, DIPPIE, GIZIGI; Presumably, certain images will appeal to these different groups and others will not. Continuously effort to identify tomorrow's hot trend or an unfulfilled need Discover the purchasing preference Seek to identify behavioral patterns?x ?  
 1 PE P P P C C C C ? ? ? ? ? 20 N O The Retail Environment?# ? ? ? ??Modern retail establishment  
 -- choices Typical consumer sees fewer than 100 of these and leaves the store with about fourteen. Individual products present an equally astonishing number of choices The challenge fac-

the package designer Package—the only medium influence the purchase Consumer and package— final confrontation Depending on the information source and the nature of the product About and 80% decisions are made the product shelf. Consumer rarely has a specific list Product must convey messages to motivate decision in 7 seconds? ( P P9 P P\$ PF P?C ? -1  
 ? O The Retail Environment? \$ ? ? ? p Cluttered graphic designs and contradictory messages unseen is unsold. Merchandising methods self-serve sales clerks pegboard display shelf display mail order vending machine door to door warehouse outlets department stores specialty stores inspection before purchase Merchandising change From the second choice economy option to better price. Merchandisers— UPC codes and computers Power in the hands of retailers tell suppliers what is needed? 6 P P PC P P? P)  
 PJ PdC = C ? \* ? ,蹠( Of Unfinished Messages? B # ? ? ?? the most important first item of understanding that must be delivered in a flash is: What is this customer needs information to make a purchasing decision. With 100 options clamoring for the customer's attention, the customer will respond

? ??1. What is this? (the chords of familiarity) --- instantly recognize Direct common names are the most familiar Appropriate with new products.) Brand names become synonymous with the product 2. The second message What is it going to do for me? (the point of difference). recognize the benefit or virtue of the product. In a choice of 12 different kinds of rice the chord of familiarity is "rice." The points of difference that characterize them might be instant rice long-grain rice wild rice Cajun-style rice rice and tomato free recipe book with this rice win a trip to Florida rice famous person eats this rice ? P P P C C C +C ?C ? + ? ?4撲 Equity and Brand Names ?

Z # ? ? ?1. Equity products have graphic elements or icons easily identified Company name, brand name, symbol, typographic style, McDonald's golden arches; Equity is built by establishing a reputation for consistently good product and service over a long time period. Icons are highly recognizable symbols that have major motivational impacts on a consumer's purchasing decision. Icons with high equity are always carried on new product lines in order to immediately establish the heritage and



