

The Use of Images in Graphic Design on Packaging of Food and Beverages

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Abstract—Thailand is the largest food exporter in Southeast Asia. That has been recognized in the global in food safety and quality. As the economy has expanded, and many cities have grown, the consumption of food and beverages in the country increased. Packaging design of food and beverages not only serves to protect the product but also serves for sale promotion. The study on the use of the graphic design on the packaging of food and beverages can help designers decide on suitably and effectively illustrations.

The study collected 100 samples of food and beverages packaging in finalists and or won the international packaging design contest from year 2000 to. Then create a query to find the answer in terms of the type of Images and the presentation of Images on the packaging.

Three experts in creative arts and graphic design voted on the criteria of the corresponding choice from 2 to 3 and up. The results showed that the appropriate image types in graphic design on packaging of food and beverage was the photo. The presentation of images that suitable for packaging design of food and beverage was The Images Show Product Name, Trademark or Brand Name.

Index Terms—Packaging design, food packaging, communications design, consumer behavior.

I. INTRODUCTION

Leo Burnett says, "Good advertising is happy wedding of words and pictures, not a contest between them". Past research shows that ads with photos presented alone was able to successfully communicate with the consumer as well. Especially in the print media, the image is a key element to stimulate awareness and recognition.

The graphic design on the packaging is to determine the elements on the packaging, the psychological effect on consumers. Graphic designers can apply design principles in terms of images, color, and typography to create the packaging that so appealing, to show the benefits of the product, and to create a personality for the product. Moreover, packaging also needs to build brand recognition with consumers, who are the target group.

Images means Images and photographs are used to convey the same characters, but the effect is a more detailed and can also visualize realistic. The visually will cause an immediate insight without the interpretation or understanding. In addition, the Images are considered to be a universal language, which even illiterate people can understand. The Images are so meaningful and important to graphic design.

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The importance of the images is to show what the author cannot be described as a written language. Moreover, whether the packaging, brochures, leaflets, newspapers, magazines, and book Images were all required.

Thailand is the largest exporter of food in Southeast Asia, and has also been recognized in the field of food safety and quality in the world. Food and beverages is a product that requires packaging to distribution, product protection, and transportation. The graphic design on the packaging serves to promote the sale. Not only provided information of the product package, but also serves to attract the attention of the consumers as well. A study of the use of the graphic design on the packaging for the food and drink can help designers choose the form of Images on the packaging to be used appropriately and effectively. It also can be used to extend the knowledge gained from research into Thailand entrepreneurs in food and beverages industry as well.

II. RESEARCH OBJECTIVE

- 1) To identify the use of Images in the graphic design on the packaging of the food.
- 2) To identify the use of Images in the graphic design on the packaging of the drink.
- 3) To study the relationship between Images and the presentation of images in the graphic design on the packaging of food and beverages.

III. LITERATURE REVIEW

Napasorn Limchaiyawat [1] describes the design, graphic arts, packaging, in terms of beauty, marketing, attraction, interest, preference, and purchasing decisions of consumers that the market in the past focusing on the features, and benefits of the product to the point of sale to be used in branding.

But nowadays market competition, focusing on the experience that consumers can get from goods (Sensory Experience) In other words, is to allow consumers to experience the product in many ways, including hearing, touching, and seeing. All this makes Aesthetics involved with graphic design in response to the perception of the consumers [2].

A. The Graphics on the Packaging

Meyers and Lubliner [3] stated that the graphic design on the packaging is to communicate the visual. It aims to encourage merchandising. Graphic Design is a strategy of contributing causes purchasing behavior [1].

Labels serve to identify the product or brand and explain

things that related to products such as manufacturers, distributors, and how to use it. In addition, the label also serves to promote and strengthen the attractiveness of the product [4].

B. Packaging Components

Packaging graphic normally consists of 2 aspects which are the graphics on the packaging shows the product description (Fig. 1-Fig. 2) and the aesthetically graphics on the packaging (Fig. 3).

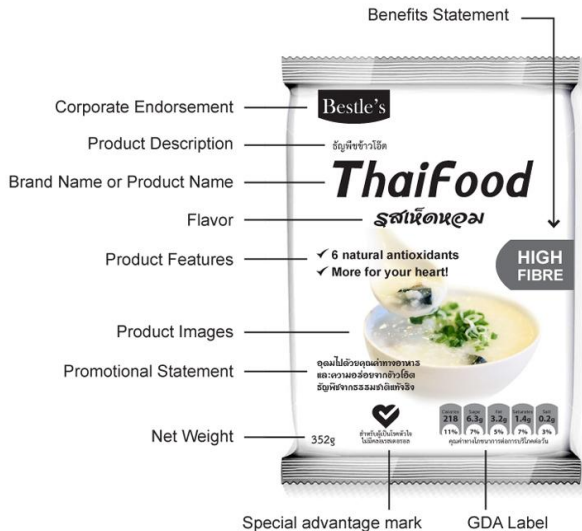


Fig. 1. Graphic elements on the packaging show the product description (front side).



Fig. 2. Graphic elements on the packaging show the product description (back side).



Fig. 3. The aesthetically graphic design elements on the packaging.

The aesthetically graphics consists of three parts: the first part is text elements that show product description with clear composition, easy to read, and interesting. The second part is the Images that deliver imagination into reality and associate with function of the product in order to attract attention, explain concepts, and inform the appearance. Finally, the color deals with emotional responses and sometimes depends on background experiences of consumers. For example, pink belongs to girls while blue belongs to boys, white represents cleanliness, and red refers to danger and stop signs [5].

C. Types of Images

Meyers and Lubliner [1] divided the images into 2 types: Photos and Illustrations that generally used on the packaging of food and fashion. The photos make the food look appetizing or photos of clothes allow consumers easily understandable and clear, while the Images is an image that can be created with different techniques. That looks like the real thing, or different at all. The variety of images on the packaging could be interpreted in wide range.

The data from the literature and research relevant can be summarized the type of the images that used on the packaging design into 4 types (Fig. 4) [6]-[11] are as follow:

- 1) Photos
- 2) Illustration
- 3) Using both of photo and illustration
- 4) None of the images on packaging (Text only)



Sources:

<http://www.designyourway.net/diverse/morefoodpack/Gran-Farina.jpg?209eb7>
<http://www.downgraf.com/inspiration/packaging-design-15-stunning-design-inspiration/>
<http://youandsaturation.com/wp-content/uploads/2013/01/packaging-design-8.jpg>
<http://creativeclutters.com/?type=detail&id=119>

Fig. 4. Four samples of image type on packaging design.

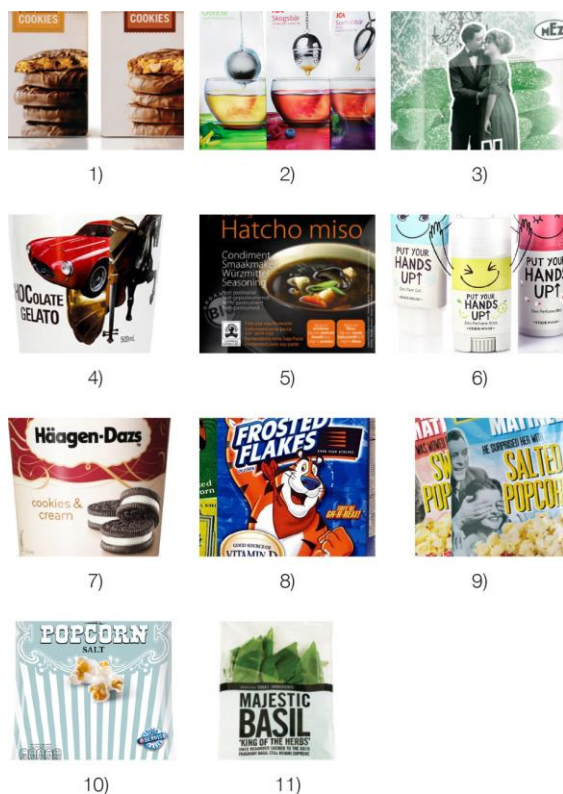
D. The Presentation of the Images

The images on packaging design able to communicate information and meaning in better and clear than none. Images used in graphic design should correlate with the story and the message of product that appears on the packaging. The Images on the packaging are obliged to draw the attention from consumers. Similarly, Meyers and Lubliner [3] says that the image appears on packaging can make consumers feel interested in packaging and the product as well [1].

There were 11 ways of the presentation of images on the packaging (Fig. 5) [6]-[11] as follows:

- 1) The Image Shows Product Alone
- 2) The Image Shows the Benefits of The Product
- 3) Product Images Shows Product While Were Used
- 4) The Image Shows Emotional Appeal
- 5) The Image Shows the End Result of the Products' Utilization

- 6) The Image Shows the Brand Personality
- 7) The Image Shows Product names, Trademarks, or Brand Name
- 8) Using the Mascot as Presenter
- 9) Using Images of Famous People as Presenter
- 10) Using a Decorative Pattern on the Packaging
- 11) Drilling Package to Show Product Inside



Sources:
<http://blog.leegustin.com/35-package-designs/>
<http://www.pentawards.org>
<http://www.buzzfeed.com/hgrant/15-examples-of-how-cereal-boxes-have-changed-over>

Fig. 5. Samples of image presentation on packaging design.

IV. METHODOLOGY

The research is divided into two stages. First stage, the 100 sample of packaging design were selected from the finalists and awarded from the international packaging design competition from 2000 to 2013. The data sources are as follows:

- 1) British Design & Art Direction (D&AD)
- 2) Pentawards: Worldwide Packaging Design Awards Competition
- 3) The Dieline Package Design Awards
- 4) DEmark: Design Excellence Award

The selected works are divided into 2 groups of 50 pieces, including the packaging of food and the packaging of beverages.

Second, take the total sample to create a query to find the answer on the issue of the type of images on the packaging and the presentation of the images used in the packaging design of each piece. The data were analyzed from 3 experts with experience in creative and graphic design more than 10 years to evaluate the query. The criteria used for the data analysis was the answer that have the same opinions more

than 2 of 3. Finally, the data analysis in second step will be repeated to confirm by the experts again before summarizing.

V. RESEARCH RESULTS

The findings can be summarized in two aspects of the type of images and the presentation of images on the packaging. Each point is classified by two categories of food and beverages products. And the additional research result is the relationship between the presentation of images on the packaging and the type of images, which are as follows.

TABLE I: THE TYPE OF IMAGES USED IN THE GRAPHIC DESIGN ON THE PACKAGING OF FOOD AND BEVERAGES

Type of images	Food	Beverages	Total
Photos	32 (65.31%)	26 (50.98%)	58
Illustrations	10 (20.41%)	21 (41.18%)	31
Photos and Illustrations	4 (8.16%)	1 (1.96%)	5
None of The Images	3 (6.12%)	3 (5.88%)	6
Total	49	51	100

TABLE II: THE PRESENTATION OF IMAGES USED IN THE GRAPHIC DESIGN ON THE PACKAGING OF FOOD AND BEVERAGES

The presentation of Images	Food	Beverages	Total
1. The Image Shows Product Alone	8 (16.33%)	5 (9.80%)	13
2. The Image Shows The Benefits of The Product	2 (4.08%)	1 (1.96%)	3
3. Product Images While Were Used	0	0	0
4. The Image Shows Emotional Appeal	7 (14.29%)	14 (27.45%)	21
5. The Image Shows The End Result of The Products' Utilization	5 (10.20%)	0	5
6. The Image Shows The Brand Personality	1 (2.04%)	0	1
7. The Image Shows The Product Names, Trademarks, or Brand Name	9 (18.37%)	16 (31.37%)	25
8. Using The Mascot as Presenter	5 (10.20%)	3 (5.88%)	8
9. Using Images of Famous People as Presenter	2 (4.08%)	3 (5.88%)	5
10. Using a Decorative Pattern on The Packaging	1 (2.04%)	1 (1.96%)	2
11. Drilling Package to Show Product Inside	7 (14.09%)	0	7
Inconclusive	2 (4.08%)	8 (15.69%)	10

Table I summarizes the types of Images that were used in the graphic design on the packaging of food, sorting frequency from most to least: 1) Photos (65.31%), 2) Illustrations (20.41%), 3) Photos and Illustrations (8.16%), and 4) None of The Images on the packaging (6.12%).

The types of images that were used in the graphic design on the packaging of Beverages, sorting frequency from most to least: 1) Photos (50.98%), 2) Illustrations (41.18%), 3) None of The Images on the packaging (5.88%), and 4) Photos and Illustrations (1.96%).

TABLE III: THE RELATIONSHIP BETWEEN THE PRESENTATION OF IMAGES ON THE PACKAGING AND THE TYPE OF IMAGES

The presentation of Images	Photos	Illustrations	Photos and Illustrations	None of Images	Total
1. The Image Shows Product Alone	13 (22.41%)	0	0	0	13
2. The Image Shows The Benefits of The Product	1 (1.72%)	2 (6.45%)	0	0	3
3. Product Images While Were Used	0	0	0	0	0
4. The Image Shows Emotional Appeal	12 (20.69%)	9 (29.03%)	0	0	21
5. The Image Shows The End Result of The Products' Utilization	5 (8.62%)	0	0	0	5
6. The Image Shows The Brand Personality	0	1 (3.23%)	0	0	1
7. The Image Shows The Product Names, Trademarks, or Brand Name	12 (20.69%)	8 (25.81%)	0	5 (83.33%)	25
8. Using The Mascot as Presenter	0	3 (9.68%)	5 (100%)	0	8
9. Using Images of Famous People as Presenter	4 (6.9%)	1 (3.23%)	0	0	5
10. Using a Decorative Pattern on The Packaging	0	2 (6.45%)	0	0	2
11. Drilling Package to Show Product Inside	5 (8.62%)	1 (3.23%)	0	1 (16.67%)	7
Inconclusive	6 (10.34%)	4 (12.90%)	0	0	10

Table II summarizes the presentation of Images that were used in the graphic design on the packaging of food, sorting frequency from most to least: 1) The Image Shows Product Names, Trademarks, or Brand Name (18.37%), 2) The Image Shows Product Alone (16.33%), 3) The Image Shows Emotional Appeal (14.29%), 4) Drilling Package to Show The Product Inside (14.09%), 5) The Image Shows The End Result of The Products' Utilization (10.20%), 6) Using The Mascot as Presenter (10.20%), 7) The Image Shows The Benefits of The Product (4.08%), 8) Using Images of Famous People as Presenter (4.08%), and 9) The Image Shows The Brand Personality and Using a Decorative Pattern on The Packaging (2.04%).

The presentation of Images that were used in the graphic design on the packaging of beverages, sorting frequency from most to least: 1) The Image Shows Product Names, Trademarks, or Brand Name (31.37%), 2) The Image Shows Emotional Appeal (27.45%), 3) The Image Shows Product Alone (9.80%), 4) Using The Mascot as Presenter and Using Images of Famous People as Presenter (5.88%), and 5) The Image Shows The Benefits of The Product and Using a Decorative Pattern on The Packaging (1.96%).

Table III summarizes the presentation of photos on the packaging of food and beverages, sorting frequency from most to least: 1) The Image Shows Product Alone (22.41%), 2) The Image Shows Emotional Appeal (20.69%), 3) The Image Shows The Product Names, Trademarks, or Brand Name (20.69%), 4) The Image Shows The End Result of The Products' Utilization and Drilling Package to Show The Product Inside (8.62%), 5) Using Images of Famous People as Presenter (6.9%), and 6) The Image Shows The Benefits of The Product (1.72%).

The presentation of illustrations on the packaging of food and beverages, sorting frequency from most to least: 1) The Image Shows Emotional Appeal (29.03%), 2) The Image Shows The Product Names, Trademarks, or Brand Name (25.81%), 3) Using The Mascot as Presenter (9.68%), 4) The Image Shows The Benefits of The Product (6.45%), 5) Using a Decorative Pattern on The Packaging (6.45%), 6) The Image Shows The Brand Personality, Using Images of Famous People as Presenter, and Drilling Package to Show The Product Inside (3.23%).

The presentation of photos and illustrations on the packaging of food and beverages is Using The Mascot as Presenter.

The presentation of none images on the packaging of food and beverages are The Image Shows The Product Names, Trademarks, or Brand Name (83.33%) and Drilling Package to Show The Product Inside (16.67%).

VI. CONCLUSION AND DISCUSSION

The research results can be used as a guide in the graphic design on the packaging of food and beverages as follows:

- 1) The graphic design on the packaging of food and beverage. The Photo should be the first choice that designers selected to present on the packaging. Then the Illustration is the next choice. In contrast, if you want a new suitable alternative, using a Photo and Illustrations together or None of Images on the packaging would be more effective.
- 2) The graphic design on the food packaging. Designers should consider top 3 choices of the presentation of images as follows; 1) The Image Shows Product Names, Trademarks, or Brand Name, 2) The Image Shows Product Alone, and 3) The Image Shows Emotional Appeal.
- 3) The graphic design on the beverage packaging. Designers should consider top 3 choices of the presentation of images as follows; 1) The Image Shows Product Names, Trademarks, or Brand Name, 2) The Image Shows Emotional Appeal, and 3) The Image

Shows Product Alone.

- 4) Using Photos in graphic design on food packaging. Designers should consider top 3 choices of the presentation of images as follows; a) The Image Shows Product Alone, b) The Image Shows Emotional Appeal, and c) The Image Shows The Product Names, Trademarks, or Brand Name.
- 5) Using Illustrations in graphic design on food packaging. Designers should consider top 3 choices of the presentation of images as follows; a) The Image Shows Emotional Appeal, b) The Image Shows The Product Names, Trademarks, or Brand Name, and c) Using The Mascot as Presenter.
- 6) The presentation of Photos and Illustrations on the packaging of food and beverages is Using The Mascot as Presenter.
- 7) The presentation of None of The Images on the packaging of food and beverages are The Image Shows The Product Names, Trademarks, or Brand Name and Drilling Package to Show The Product Inside.

The findings could explain that the images on the packaging which successful in an international level is photos. It is the most used in the packaging design especially for food and beverage products. Realistic and reliability are key features of the photos. Moreover, it also can be produced quickly and cheaply while illustrations takes a long time to create and expensive

The Images that suitable for packaging of food and beverages should be clearly visible brand, a product picture shows what the product is, and must be able to appeal to the emotional side. In addition, there are many packaging that appeals to many customers with a wide range. But there are some brands or products that do not use the images on the packaging; it can also attract the attention of customers, such as packaging, drink some milk. For future research, it is an opportunity to find out what kind of products that do not need to use the Images on the packaging.

Khwanchai Sukkon [12] discusses the elements of graphic design that it should be used for a design for specific consumer segments in each group. In particular, the images that make consumers feel satisfied can communicate effectively.

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Watcharatorn Pensasitorn has more than 9 years of diverse, hands-on design experience including experience in publishing and marketing. Adaptable to work well. She can handle high profile job, and has an excellent work ethic plus excellent time management and have a good relationship. She has ability to create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.

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