

DESIGN

is a

VERB!

Design
is the process
from the birth of
an idea to its
finalisation as a
product or service.

Good design
is
Good BUSINESS

THOMAS WATSON IBM

Good design
is 95%
common sense
and
5% flair
SIR CONRAN

The 5 senses

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The 5 senses



SIGHT
(optics)



TASTE
(gustatory)



HEAR
(acoustics)



SMELL
(olfactory)



TOUCH
(tactile)

We **need** to
strengthen and **amplify**
SMELL and **TASTE**,
which is what the
food experience is all about.

We need to prepare our minds for this.

It is therefore important to...

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Go
www

"This one, when you open it, smells like the Times."

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...maximize the

VISION

(seeing) with

powerful / colourful images

- what I would call

“visual appetite appeal”



Food photography
is to make it so
good... you
wish to bite
the picture!



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We need to maximize the

TOUCH

with highly sensitive

shapes and materials

that convey strong feelings

(note that we say

“it touched me”

about something very emotional)



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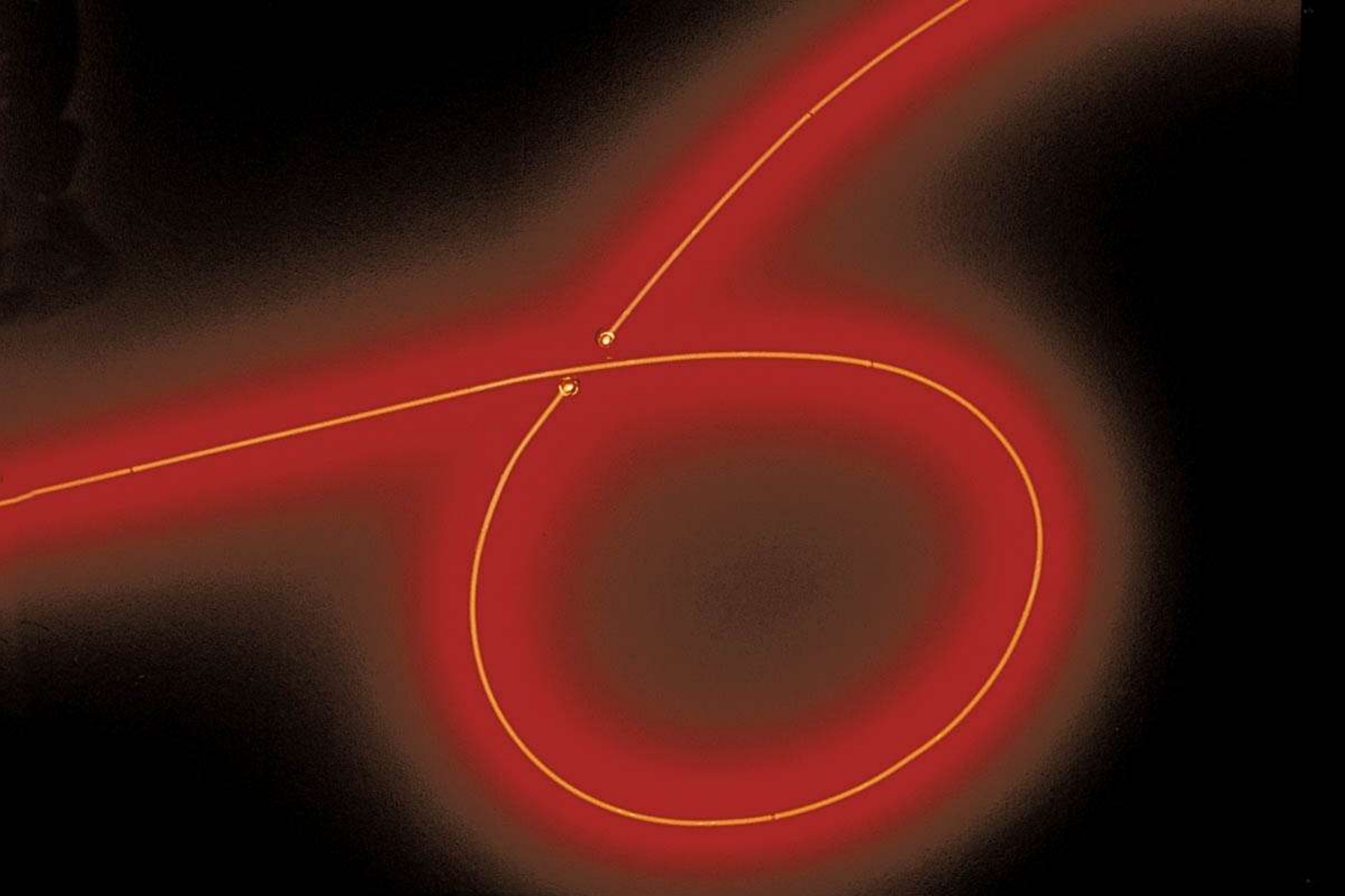


THE ACCOUNTANT SAID *'Make the bottle round'*
THE DISTILLER SAID *'Keep it square'*
WHO REMEMBERS THE NAME OF THE ACCOUNTANT?

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We need to maximize the
HEARING (sound).

Note that we say
“**I am all ears**” when we want a
strong emotional experience.
Therefore, our communication
must sound emotional.



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without

HUMOUR

The brain
would be just
grey matter...





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Product
Design

A red square seal is stamped below the cursive text. The top half of the seal contains the name 'LARS' in a bold, sans-serif font. The bottom half contains the Chinese characters '吉祥' (Jíxiáng), which translates to 'good fortune' or 'auspiciousness'. The seal is slightly faded and has a textured appearance.





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Package
Design







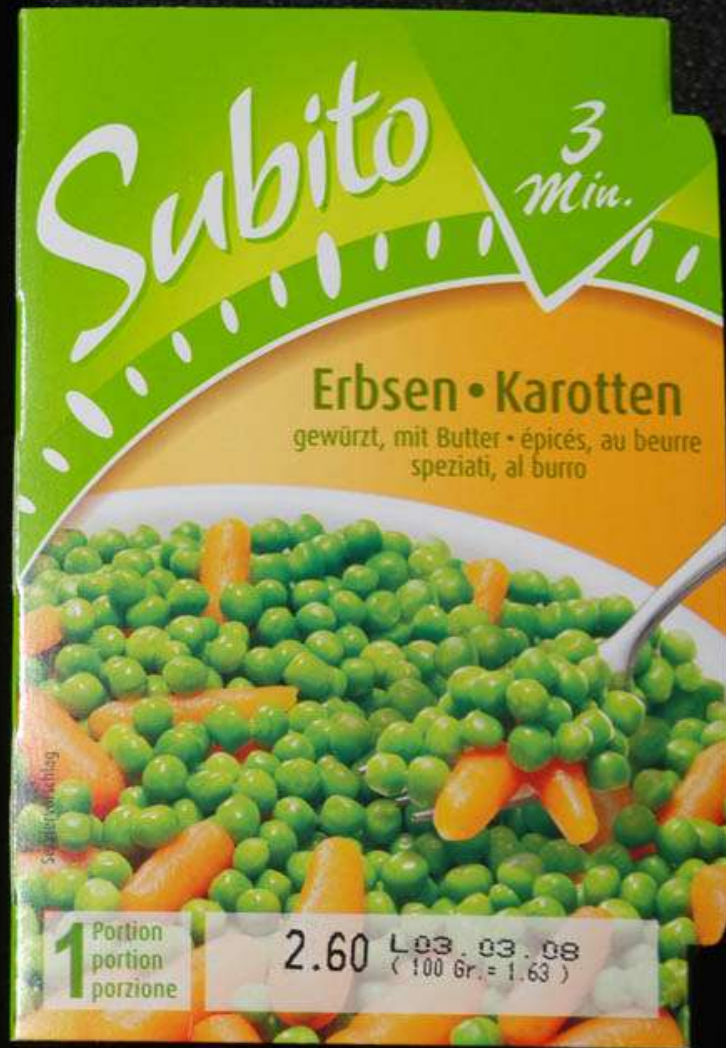
CHICKEN
TONIGHT

Sizzle

&
Stir

Sizzle chicken using the aromatic
paste from the top jar, for 10 min.
Then stir in the sauce from the
bottom jar and simmer for 5 min.
Two steps to a heavenly...

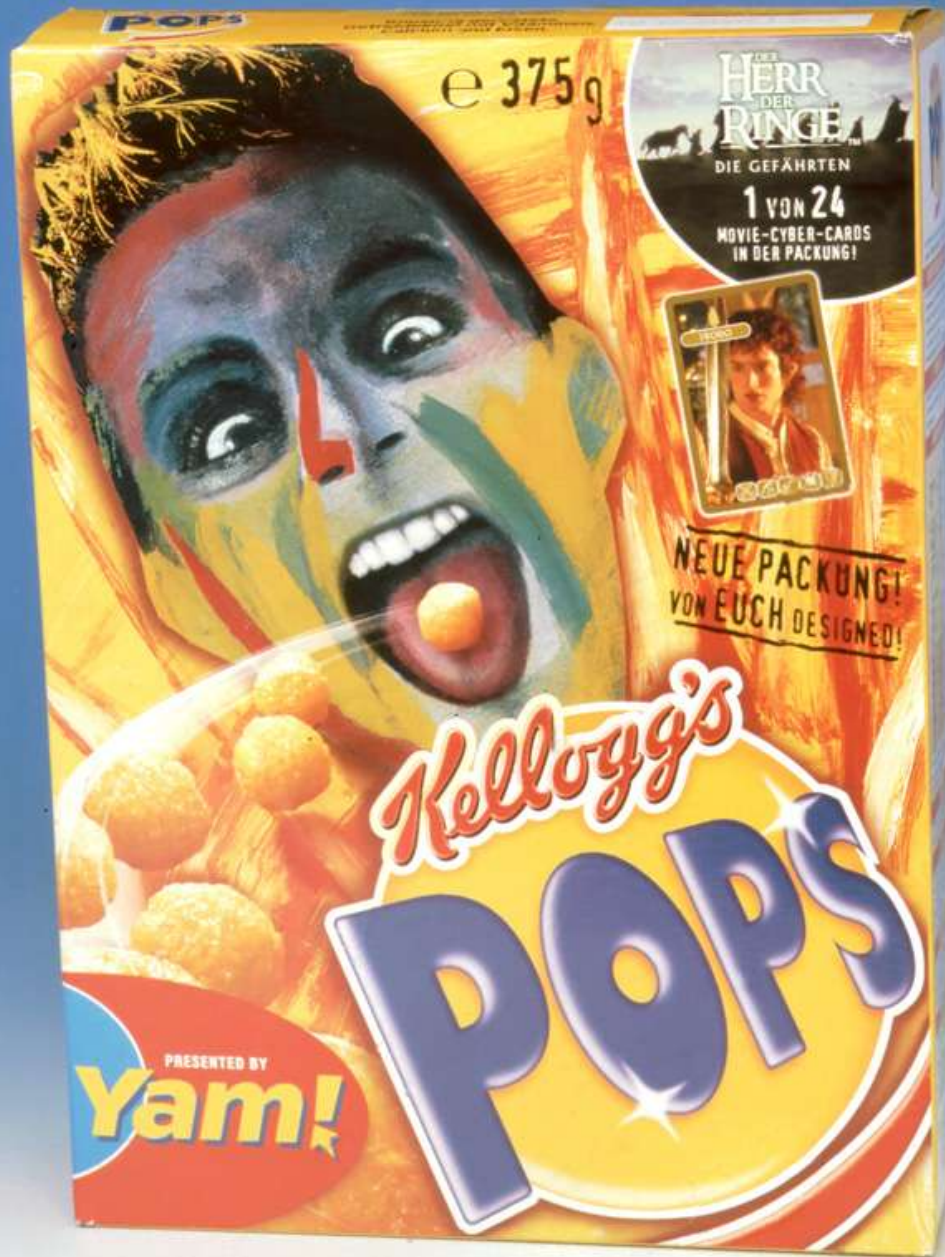
Balti







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Point-of-Sale
Design





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Hambre?,

SNICKERS

agarra un
SNICKERS



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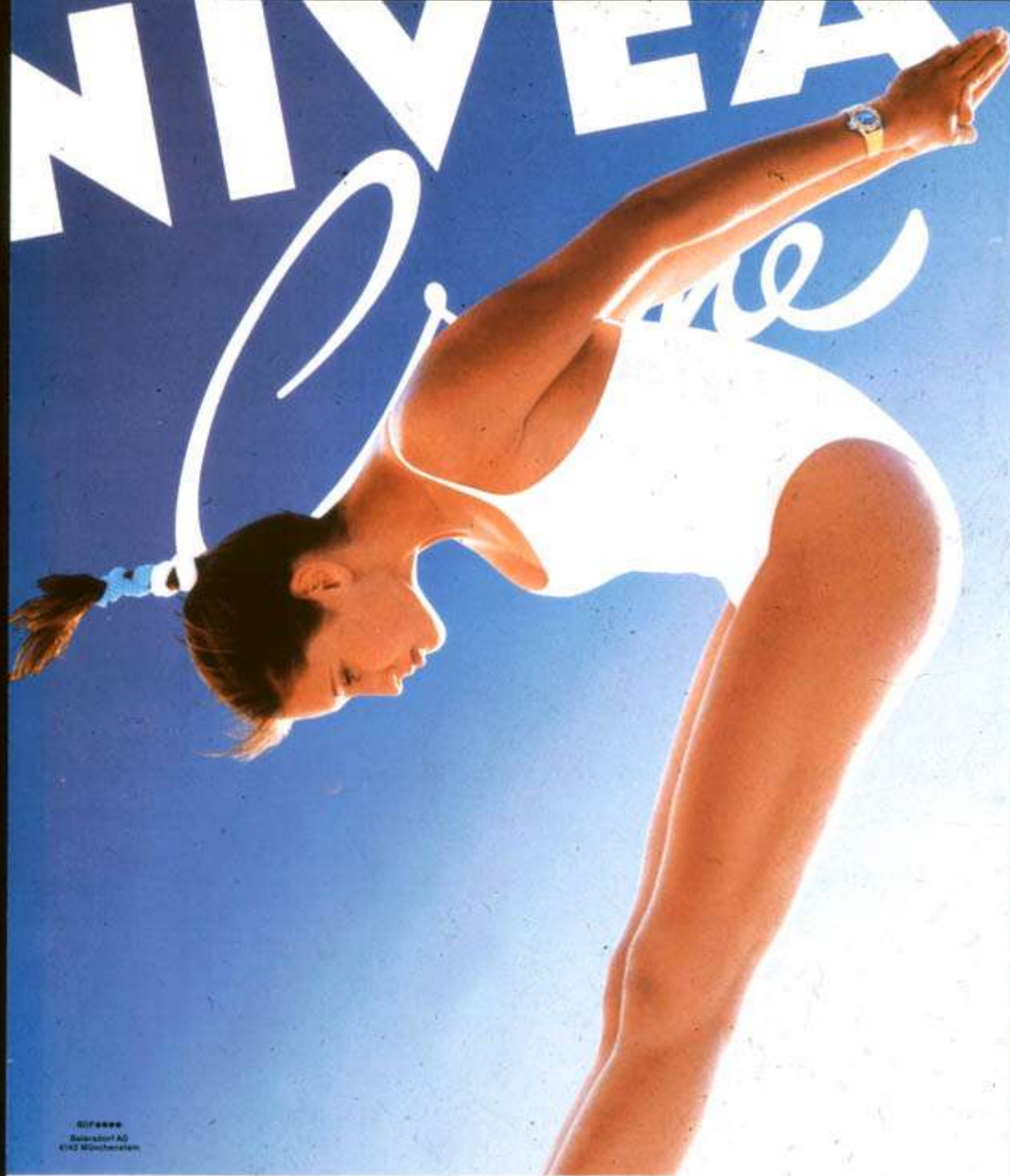
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Advertising
Design





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NIVEA
Bayer AG
4143 Krefeld

Ce qu'il faut à la peau pour vivre: de l'air frais et une bonne crème.

NIVEA a été élaborée pour la beauté de votre peau. Elle restera fraîche, souple et saine. La crème NIVEA fait partie des

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Do it big
or stay
in bed!

LAPS
2014

WHEAT



It's gonna be a great day.

We've been making great days
for more people, for more years,
with more cereals than anyone.
Trust your morning to us.
We'll make it a great
day for you too.

Kellogg's






TAXI
5

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Transposition
Design

A red square seal is stamped in the bottom right corner of the calligraphy. The top half of the seal contains the word "LARS" in a bold, sans-serif font. The bottom half contains the Chinese characters "吉祥" (Jíxiáng), which translates to "auspicious" or "good fortune".



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Emotional
Decision



FROM RATIONAL
INFORMATION

TO EMOTIONAL
COMMUNICATION

Information
through high-tech
media excludes
sensors
communication!



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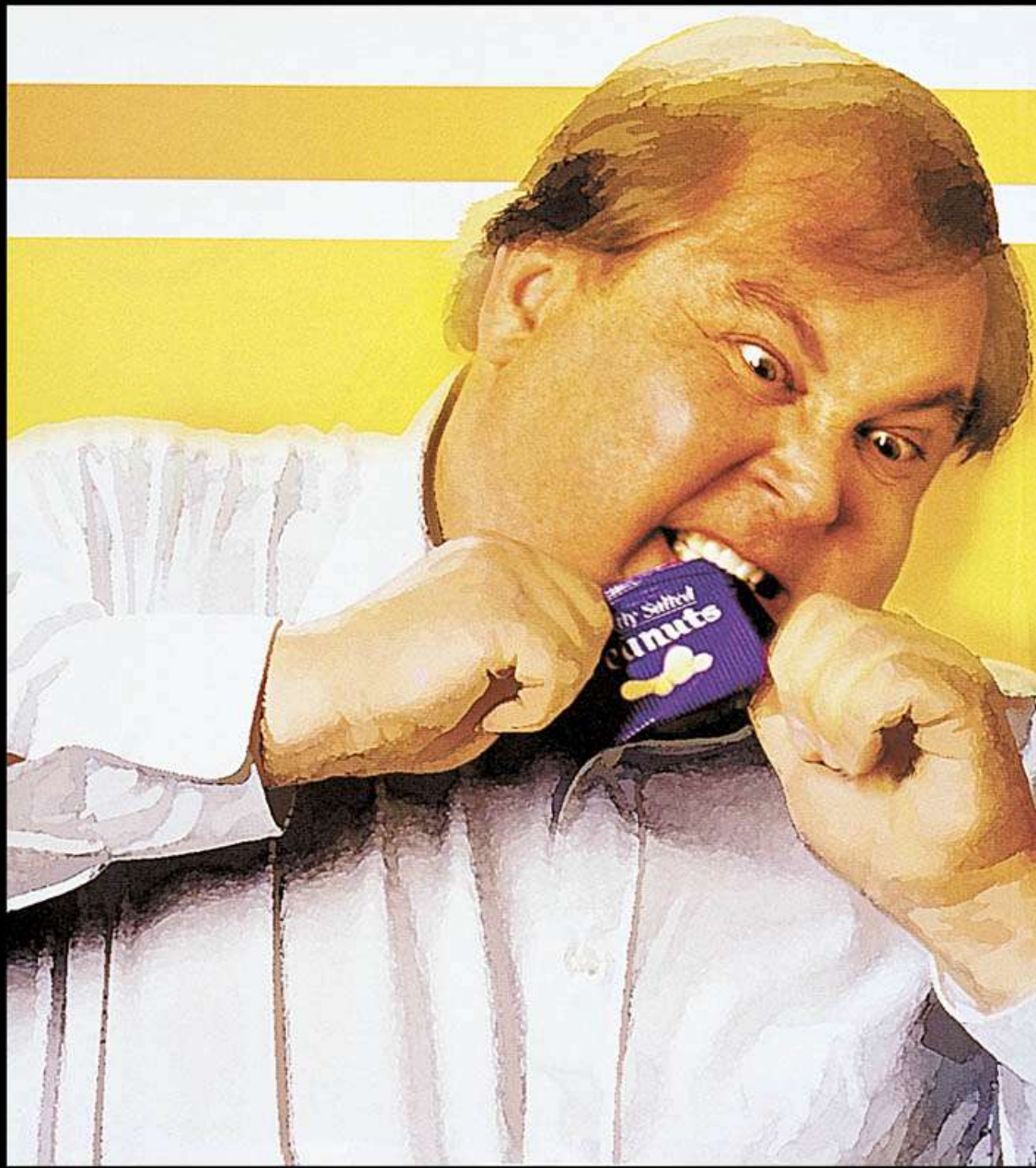


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emotional
advantages
stimulate to
trial purchase
functional ones
to re-purchase



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Graphic
Design



Keep
it simple!



Always
reduce...
never
add!!!
COCO CHANEL 1917

Simplify

~~Simplify!~~



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Why is
simplicity **so**
important ?

**... because our
ability to soak up
information
is limited**



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Information
Design



Maggi

HOMESTYLE CHICKEN

SOUP DRINK

MAGGI combines the favourite taste of **Homestyle Chicken** with a touch of spice for you to enjoy.

It's so easy to prepare.

1



2



3



Empty a sachet into a cup or mug. Add exactly 200ml boiling water and stir briskly for 15-20 seconds once all the water has been added.



For further information about this product please contact Consumer Services at the address below or call 0800 830 840 within New Zealand or 1800 025 361 within Australia.



NESTLÉ NEW ZEALAND LIMITED, 1 BROADWAY, NEWMARKET, AUCKLAND, NEW ZEALAND
NESTLÉ AUSTRALIA LTD, 60 BATHURST STREET, SYDNEY, N.S.W., 2000 AUSTRALIA
PRODUCT OF NEW ZEALAND. Société des Produits Nestlé S.A., Vevey, Switzerland. Trademark Owners.
137216

Maggi

HOMESTYLE CHICKEN

As easy as **1 - 2 - 3**



Boiling water



Stir
briskly



Questions - Suggestions
Nestlé Consumer Services

1 Broadway, Newmarket, AUCKLAND,
New Zealand. Phone 08000 830 840
60 Bathurst st., SYDNEY, N.S.W.,
2000 Australia. Phone 1800 025 36



Nestlé

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Product of NEW ZEALAND

*A cup
of soup a day,
chases
the blues
away!*





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CORPORATE
DESIGN

LAIS
吉祥



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Hertz are driving people off the trains

INTERCITY over 2,500 British Rail Stations. To make a reservation,

You can now have a Hertz car

waiting for you at any one of

call Hertz on 01-679 1799 or contact your travel agent



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Nestlé

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NUMBER TEN

NEWSPAPERS...MAGAZINES...GROCERIES...FRUIT...ICES..

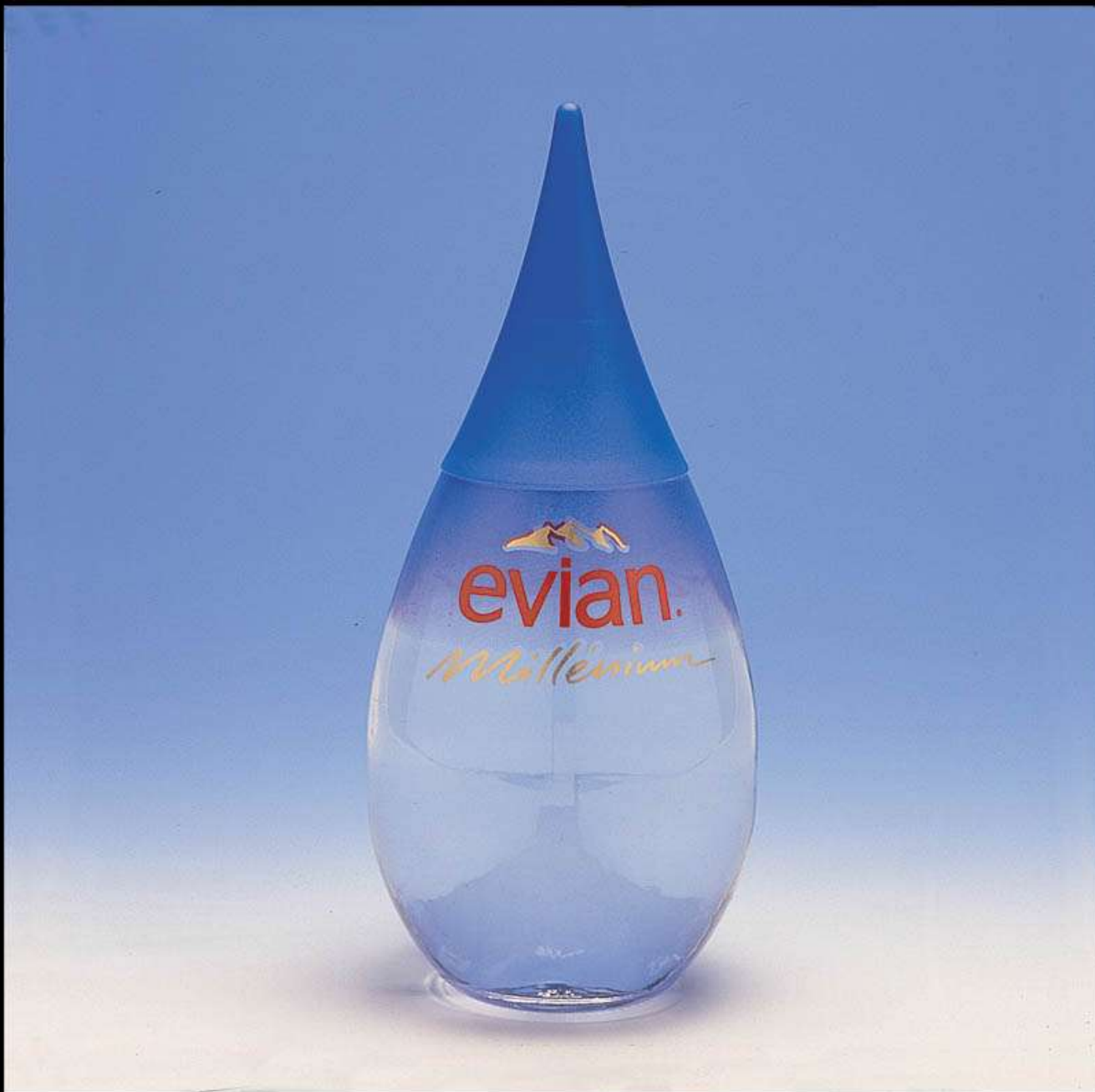
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qua



The
Beauty of
Design





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Artists are
responsible for
improving the
quality of life
with beauty

CHARLIE HADEN

Good design is:

- **team work**

- **trusting
one's
intuition**

- **ask tough questions**

- **economy**
- **ecology**
- **durability**
- **ergonomics**

- **efficiency**
- **functionality**
- **harmony**
- **clarity**

The most creative
person is he, who asks
the best questions!



Rules are what
the artist breaks..
The memorable
never emerged
from a formula!



*You are old enough to
know the rules, Harry
Now get out there,
and break them!*

Thank you
for
listening

