

Act II Microwave Popcorn Box

Critique & Re-Design, Assignment 5

ART-280: Graphic Design | 4/20/22

Jonathan H. Golden

Finding the artifact:

What is always in my pantry? Popcorn of many varieties.

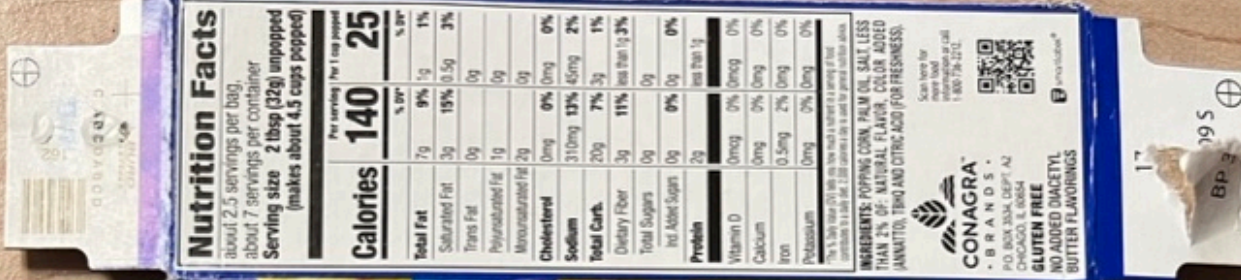


Purchasing and viewing the product placement:

Viewed the placement on the shelves and looked at popcorn package designs at a local Walmart in Springfield, OH.



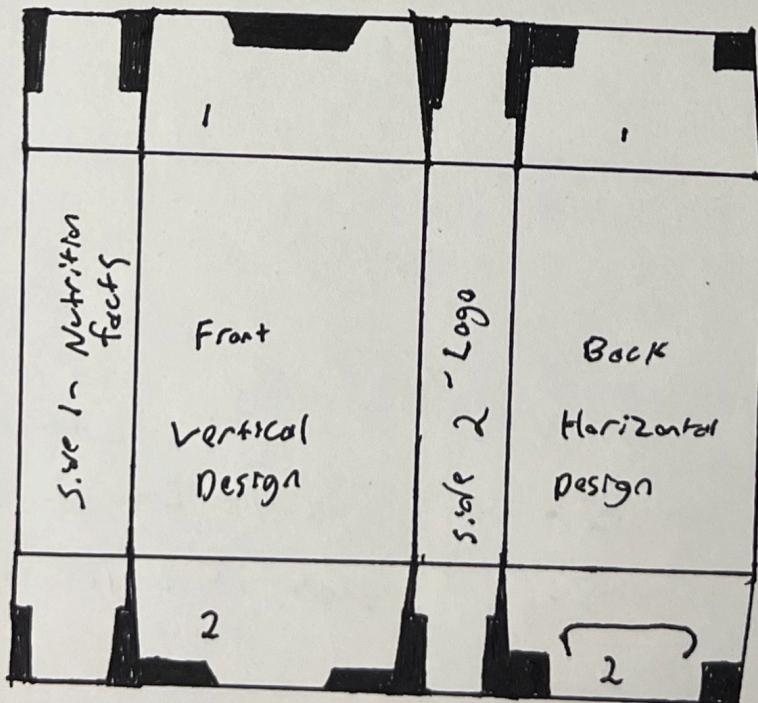
1. Gaining a flattened perspective



2. Measuring for digital design

ACT II Butter Lovers Box Dimensions, Flattened

- Front/Back covers: $6.25" \times 4.25"$. Quantity = 2
- Side covers: $6.25" \times 2"$. Quantity = 2
- Side Cover 1/2 ends: $1.25" \times 2"$. Quantity = 4
- Front cover 1: ~~0.0000~~ $1.375" \times 4.25"$. Quantity = 1
- Front cover 2: $1.625" \times 4.25"$. Quantity = 1
- Back cover 1: $1.875" \times 4.25"$
 - ↳ same for cover 2



3. Critiquing the current design without competition influence



1. Assumed to be the tagline of the popcorn brand. The font seems to throw off the design.
2. This font in the logo is great for the packaging and it gives off the movie theater feel. Is there a more current font used in movie theaters? Should the logo be adapted slightly?
3. The use of a film reel emphasizes when popcorn is usually consumed, which is during movies.



- Front and back designs are mainly the same. The assets are arranged for vertical and horizontal orientation on store shelves.
4. The movie ticket is a great idea, but the color red could be brighter and used more to emphasize parts in the design.
 5. Flying popcorn in the air is a great idea and could be repurposed.
 6. Spotlight in background is a great part of the design. It is subtle but makes the foreground stand out.
 7. Should this font be used or repurpose the movie font in 'ACT II'?
 8. Is the amount of popcorn shown on the box needed?
 9. There are a lot words across the box which are used to describe the product, including the required placements. Is there a better way to place them?

Conclusions: The box's design seems to be outdated in comparison to design trends such as minimalism. The color scheming, movie feel, and flying popcorn is something that should stay on the packaging. Reordering the words describing the product (such as "100% whole grain popcorn") and condensing the amount of fonts used should be considered. Additionally, there are a large use of gradients and it should be considered to reduce how much is used in the redesign.



1. There is not much to do to this side of the box since it must include a barcode. In a redesign, I would try to include a movie-type asset or different color to put "visit www.actii.com" on, to emphasize the website. Also consider adding a better looking bar code.



2. Is it possible to shorten the nutrition facts box, while aligning to bottom of the packaging? Then add "0g Trans Fat Per Serving" from the front of box? The consumers who are concerned about nutrients may already look at the box.

Conclusions: There is not much that a designer can do when considering required packaging labels such as nutrition facts and a bar code. In this case, there can be slight adaptations such as using a custom bar code design (such as a pop corn bucket?) and moving the nutrition facts to help clean up the cover of the packaging.



1. This side can stay the same with the redesign of the artifact. The only change would be an adapted logo, if the decision is made. Possibly consider removing the popcorn kernel in the center (remember to consider the rule of thirds and how they attract the human eye).



2. There is not much to redesign on this side. Keeping the logo would be a great consideration.

Conclusions: Similar to before, there is not much to do to the top and bottom of the box. A possible redesign of the logo and subtle touch-ups would be sufficient.

Competition Design Research

1. Popcorn Companies



Orville Redenbacher's: This popcorn company seems to be a lot more welcoming in their design approach. It is more open and has more space throughout the design.

Of the items that work for this packaging, the movie ticket that describes the type of popcorn is a nice touch.



Smartfood: This company does a really good job of using modern design, with a simplified color scheme and font usage to sell the product. They also include additional promised nutrition facts right next to the nutrition label.

2. Snack Food Companies



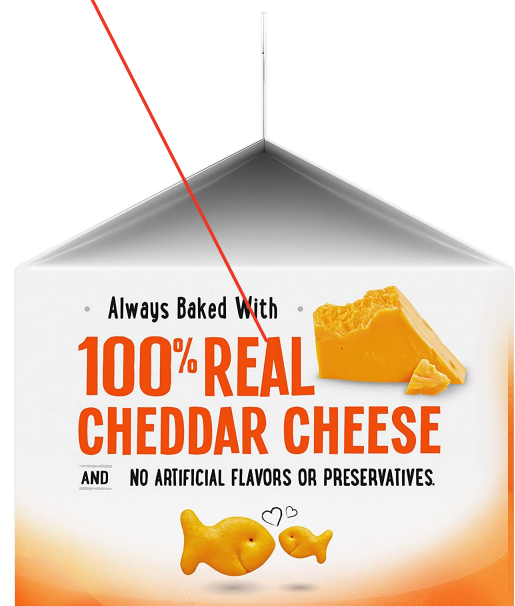
Popcorners: This snack food company could be considered as a competitor to popcorn. Popcorners' is a healthier baked chip with different flavors, cinema style butter in this case. This company took a more minimal approach in design with simple geometric edges with three colors (excluding the popcorn container and chip).

Additionally, they utilized the back of the packaging to provide nutrition promises, and the bar code uses a design that is different that what is used traditionally.



Goldfish: This is a snack food unrelated to popcorn but it is regularly consumed. The packaging uses the same design on two sides.

On the other side, they provide their nutritional promises, while continuing the design as a gradient



Idea Generation List

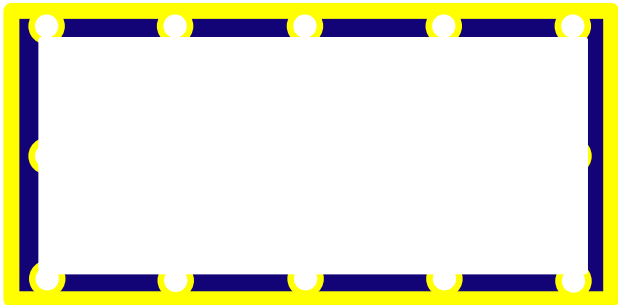
- Stretched, continuous design across whole box.
- Popcorn kernels on half the box bleeding over.
- Film reel on the third of box.
- Popcorn kernel in center with logo over top... having a spotlight shine on it.
- Have a couple of popcorn kernels instead of a lot on the packaging.
- Popcorn box as the QR code.
- One-colored background with an vingette
- Make the nutrition facts label smaller and add nutritional promises to side of box.
- Less gradients

Twenty-five sketches to create a new package

Even Leg weights



"T" needs to be
/ slimmer.



Simplifying the background: No round
corners, less lights.



ACT II

The Best Value in Popcorn

BUTTER LOVERS

microwave popcorn

3 BAGS

ACT II

The Best Value in Popcorn

3 BAGS

ACT II

3 Bags

THE BEST VALUE IN POPCORN

ACT II

THE BEST VALUE IN POPCORN

BUTTER LOVERS
3 BAGS

ACT II

THE BEST VALUE IN POPCORN

BUTTER LOVERS
3 Bags

ACT II

BUTTER LOVERS

3 Bags

ACT II

The Best Value in Popcorn

Butter Lovers
3 BAGS

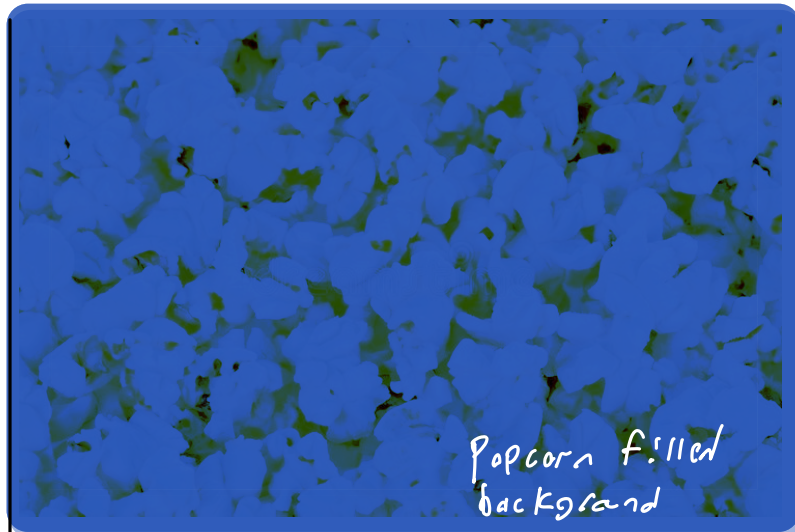
100% WHOLE
Grain Popcorn
0g Trans Fat

NUTRITION FACTS

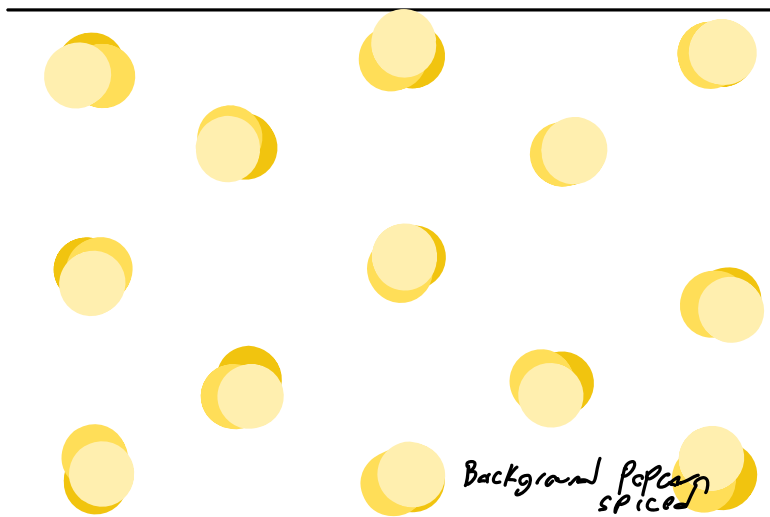
CALORIES

100% Whole Grain Popcorn 0g Trans Fat

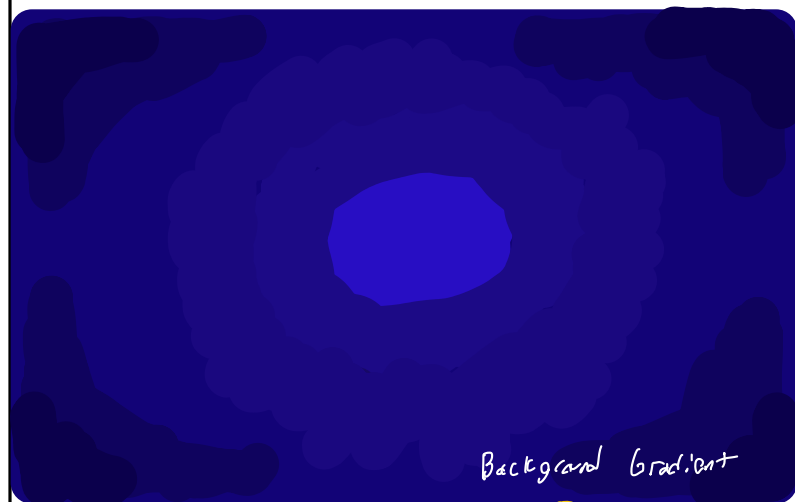
NUTRITION FACTS	CALORIES
-----------------	----------



Popcorn filled background



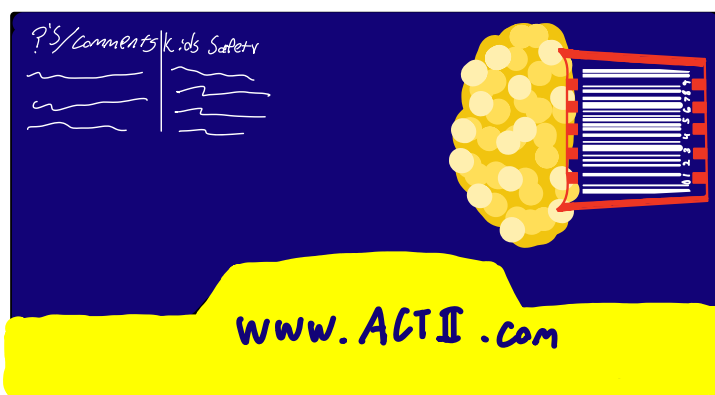
Background Popcorn spice



Background Gradient



Popcorn
Scan Code



?'s/comments/kids Safety

www.ACTII.com

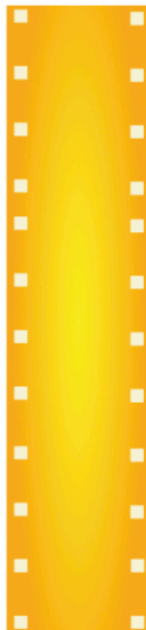
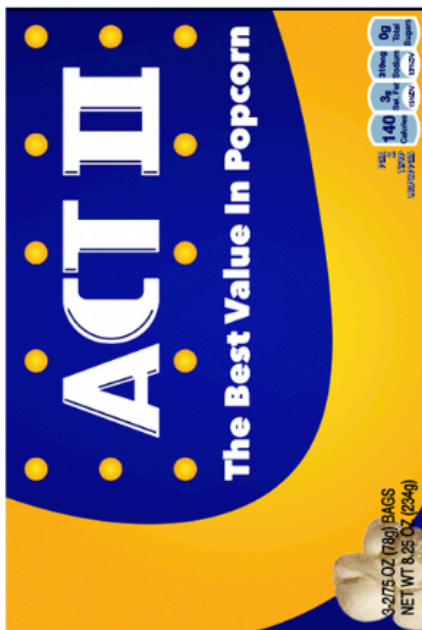


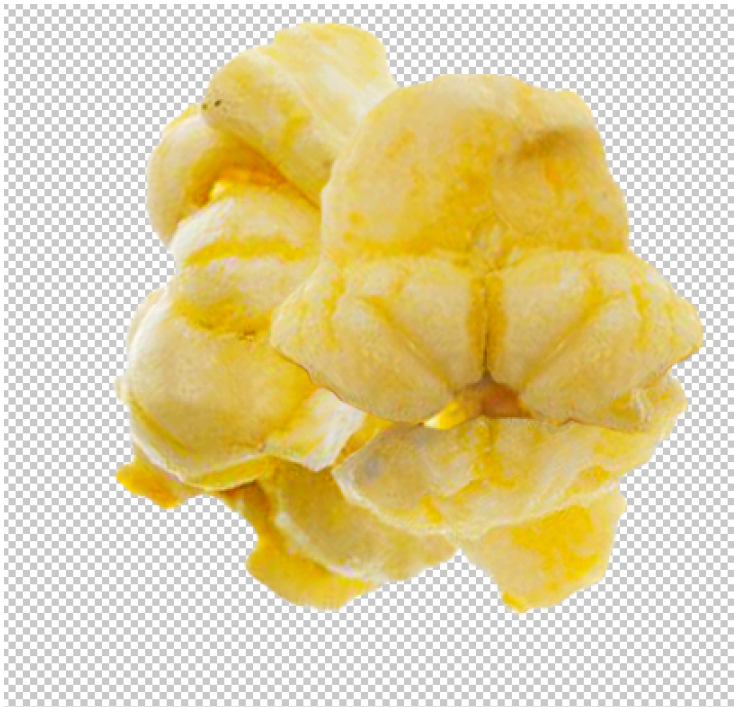
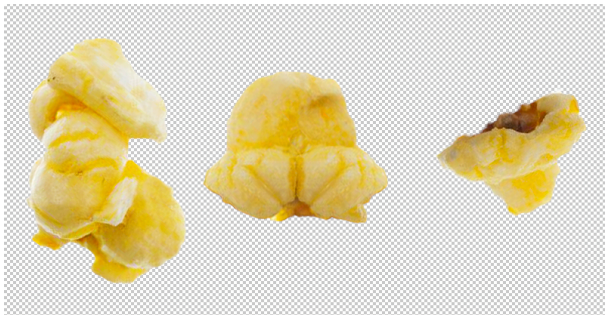
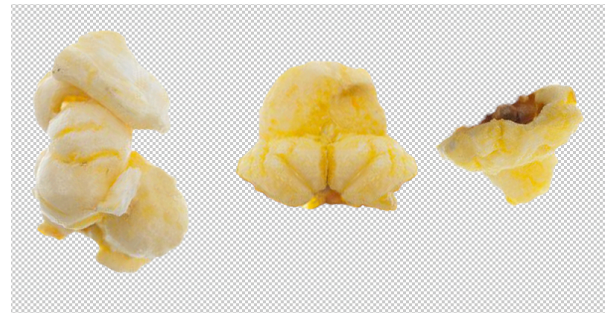
Graphic Design Process: Adobe Illustrator

1. Word Mark logotype: the stems in the letter A were made even on each side, and the whole logotype was made even on the ascender and baseline. The assumed tagline "The Best Value In Popcorn" was added to the logotype and removed from the overall design.



2. Horizontal Box Side: Adobe Photoshop was used to create the bent film reel, and it was used to select and add filters to popcorn kernels.





4. Vertical Box Side: the assets of the horizontal design were reoriented. There were no new design elements added.



5. Sides of Boxes: "Butter Lovers" was changed from one line of text to two.

100% Whole Grain Popcorn
0g Trans Fat

Nutrition Facts
about 2.5 servings per bag,
about 7 servings per container
Serving size 2 tbsp (32g) unpopped
(makes about 4.5 cups popped)


	Per serving	Per 1 cup popped
	% DV*	% DV*
Calories	140	25
Total Fat	7g 9%	1g 1%
Saturated Fat	3g 15%	0.5g 3%
Trans Fat	0g	0g
Polyunsaturated Fat	1g	0g
Monounsaturated Fat	2g	0g
Cholesterol	0mg 0%	0mg 0%
Sodium	310mg 13%	45mg 2%
Total Carb.	20g 7%	3g 1%
Dietary Fiber	3g 11%	less than 1g 3%
Total Sugars	0g	0g
Incl. Added Sugars	0g 0%	0g 0%
Protein	2g	less than 1g
Vitamin D	0mcg 0%	0mcg 0%
Calcium	0mg 0%	0mg 0%
Iron	0.5mg 2%	0mg 0%
Potassium	0mg 0%	0mg 0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

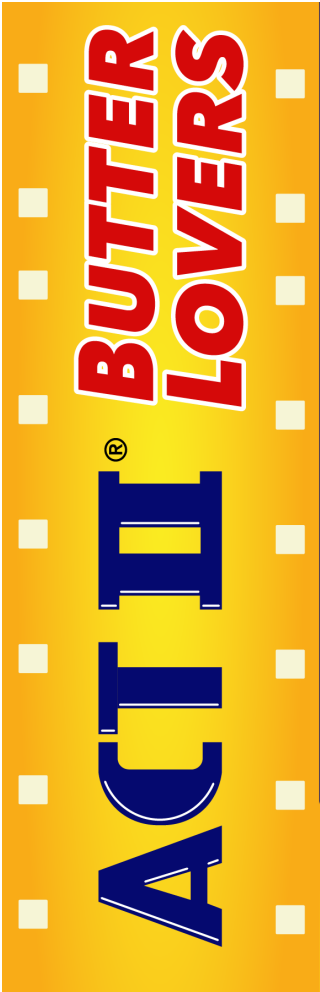
INGREDIENTS: POPPING CORN, PALM OIL, SALT, LESS THAN 2% OF: NATURAL FLAVOR, COLOR ADDED (ANNATTO), TBHQ AND CITRIC ACID (FOR FRESHNESS).

CONAGRA BRANDS
P.O. BOX 3534, DEPT. A2
CHICAGO, IL 60654
GLUTEN FREE
NO ADDED DIACETYL
BUTTER FLAVORINGS

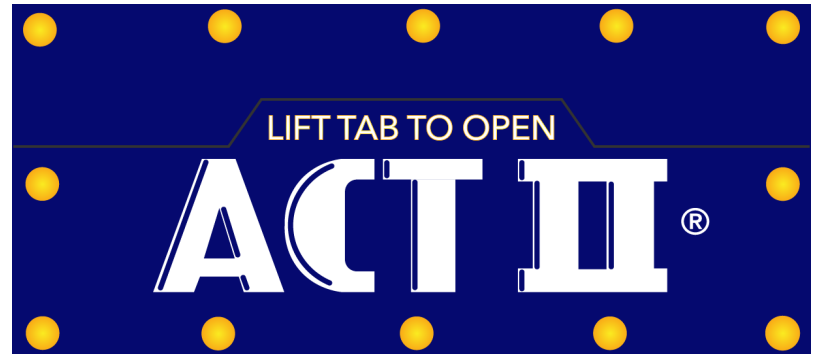
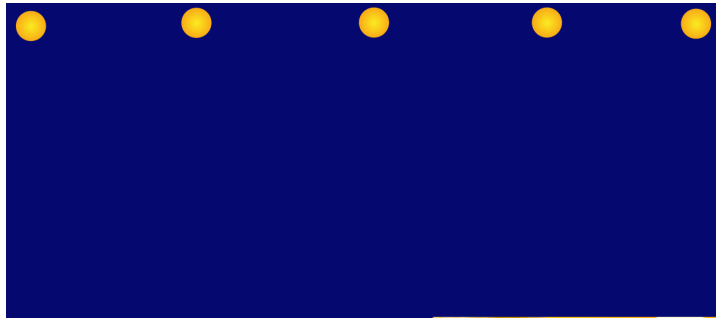
Scan here for more food information or call 1-800-735-2212



smartlabel®



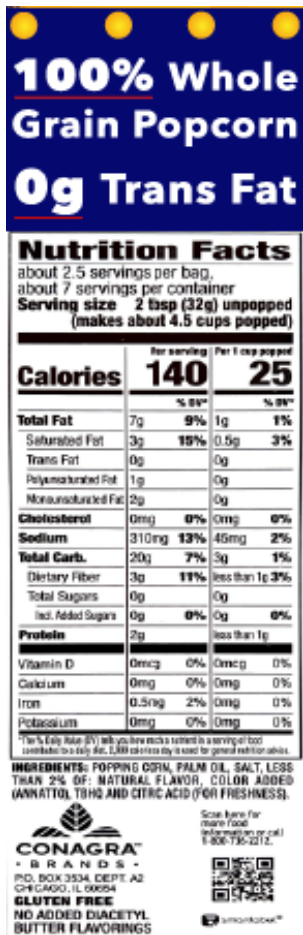
6. Top Cover: the original idea was to just reuse the logotype. While designing, the idea of using the circles (lights of a sign) around the perimeter of the box. They were used on both lids to make it look like a complete design.



7. Bottom Cover: a popcorn icon was created to house the scannable code. The lights were reused as a simple way to show popcorn.



Final Result: 2D



PER 2 TBSP UNPOPPED	140 Calories	3g Sat. Fat 15%DV	310mg Sodium 13%DV	0g Total Sugars
------------------------------	------------------------	--------------------------------	---------------------------------	------------------------------

ACT II® BUTTER LOVERS

LIFT TAB TO OPEN

ACTH[®]

3 BAGS

ACTH

The Best Value In Popcorn



BUTTER LOVERS®

NATURALLY & ARTIFICIALLY FLAVORED

3-275 OZ (78g) BAGS
NET WT 8.25 OZ (234g)

UNPOPPED

140 Calories	3g Sat. Fat 15% DV	310mg Sodium 13% DV	0g Total Sugars
------------------------	---------------------------------	----------------------------------	------------------------------

Questions or comments, visit us at www.aactil.com or call us at 1-800-736-2212 Mon-Fri., 9-5 (except national holidays). Please have entire package available when you call so we may gather information off the label.

Kids Safety: While popcorn is a delicious snacking choice, it is never recommended for infants or toddlers, as these popped kernels can pose a choking threat to their safety.

VISIT ACTII.COM

100% Whole Grain Popcorn
0g Trans Fat

Nutrition Facts

about 2.5 servings per bag,
about 7 servings per container
Serving size 2 tbsp (32g) unpopped
(makes about 4.5 cups popped)

[illegible]

INGREDIENTS: POPPING CORN, PALM OIL, SALT, LESS THAN 2% OF: NATURAL FLAVOR, COLOR ADDED (ANNATTO), TBHQ AND CITRIC ACID (FOR FRESHNESS).

CONAGRA
- B R A N D S -
P.O. BOX 3534, DEPT. A2
CHICAGO, IL 60654
GLUTEN FREE
NO ADDED DIACETYL,
BUTTER FLAVORINGS

Scan here for
more food
information or call
1-800-736-2212.

Final Result: 3D with Adobe Dimension





Design CC @ Jonathan H. Golden, jhgolden.com

Disclaimer: This design was created as an art project at Wittenberg University, submitted on Wednesday, April 20th, 2022. The intent of this artwork is for academic credit and Jonathan's portfolio.

Act II Popcorn's logo, design, and overall brand is intellectual property of Conagra Brands.