

DORA YAKI

PROCESS BOOK

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The Project

Foreign Food Sustainable Package Design System

Examine the relationship between audience and form/graphics with consideration for right-sized, sustainable solutions. Design both the form of the package and the graphics on the package.

Design a paperboard package system that markets an unfamiliar foreign food product to a mainstream U.S. audience. Develop the package form and visual brand based on the new target audience. It is okay to change quantity or other special considerations. Establish the criteria to determine the appropriate type of packaging and visuals for a US-based audience.

The focus of this solution is a paperboard system. Consider dry goods such as snack foods, grains, cereals, spice mixes. Consider goods that can be repackaged from plastic into paperboard. This product will need to extend to a system. Anticipate how the product can become 3 products. This is typically done with flavor varieties but may also be 3 sizes.

Carefully consider the product and potential to appeal to a new consumer. Try to imagine how the product can be used by the new audience. Seek out people that represent your audience and ask for their input. NOTE: food products must have appetite appeal.

Food items must conform to FDA guidelines including:

- parent company
- brand name
- any sub-types (ie: spicy, sweet)
- net wt. / quantity
- tag lines/ features
- nutrition information
- ingredients
- barcode
- allergy information
- company / distributor information
- space for expiration date

Framing the Problem



Original Product & Packaging

For this project, the product chosen was a Japanese dessert called "Dorayaki". This product was chosen because it complies with the foreign product requirement for this assignment and it's current packaing could use some improvements.

First, the products original packaging is not suitable for the product's physical form. Due to it's fragile physical form, the dorayaki is prone to indents and other types of damage. If the package falls or is overly stacked, the product will likely be damaged. This is especially the case when transportation is considered.

Secondly, the product is not targeted towards an American market and can only be purchased at locations surrounded in Japanese culture. If the product were packaged in a different way and sold in more common stores, then interest in it would certainly increase.

Research

Chat GPT < <https://chatgpt.com/> > Accessed January 21, 2025

1. History of Japan (prompt)

The Modern Era in Japan refers to the period from the late 19th century to the present day, encompassing the transition from a feudal society to a modern industrialized nation and Japan's subsequent rise as a global economic and technological power.

The Meiji Period (1868–1912):

- The Meiji period was the foundation of Japan's modernization, marked by the Meiji Restoration in 1868. **Japan transformed from a feudal, agrarian society into a modern, industrialized empire.** Key developments included political centralization, military reform, educational overhaul, industrialization, and the expansion of Japan's imperial ambitions. By the time Emperor Meiji died in 1912, **Japan had become a major power in East Asia.**

The Taisho Period (1912–1926):

- The Taisho era, under Emperor Taisho (Yoshihito), saw the rise of more democratic political movements, with political parties gaining more influence and an increasingly powerful diet (parliament). The Taisho Democracy was a brief period of political openness, where Japan experienced greater political freedom and civil rights. The period witnessed rapid economic growth, in part due to Japan's participation in World War I as part of the Allies, which allowed it to expand its industrial base. **The Taisho period also saw the flourishing of modern art, literature, and popular culture, as Western influences continued to permeate Japanese society.**

The Showa Period (1926–1989):

- The Showa period is the longest and most complex phase in modern Japanese history, covering both militarism and economic miracles. The period can be roughly divided into two distinct phases: pre-war and post-war.
- Pre-War (1926–1945):
 - Military Expansion and Nationalism: The rise of militarism

and nationalism in the 1930s led Japan to seek territorial expansion in Asia. This culminated in Japan's invasion of China in 1937 and its involvement in World War II.

- The Second Sino-Japanese War (1937–1945): Japan's conflict with China escalated, leading to horrific atrocities such as the Nanjing Massacre.
 - World War II and Pacific War (1941–1945): Japan joined the Axis Powers, and after attacking Pearl Harbor in 1941, it engaged in a brutal war with the United States and other Allied forces.
 - Defeat and Surrender: Japan's military expansion ended with its defeat in 1945 after the atomic bombings of Hiroshima and Nagasaki and the Soviet invasion of Manchuria. Japan formally surrendered on August 15, 1945.
- Post-War (1945–1989):
 - After Japan's surrender, the country was occupied by the United States. The U.S. led efforts to demilitarize Japan and introduced democratic reforms. With U.S. aid and a focus on rebuilding, Japan underwent rapid economic recovery in the 1950s and 1960s. **By the 1970s, Japan had become one of the world's largest economies.** The post-war economic miracle was fueled by **industrial development, technological innovation, and the rise of major companies such as Toyota, Sony, and Panasonic.** During the post-war period, Japan also saw dramatic shifts in social norms, education, and urbanization, with a growing middle class and improved living standards.

The Heisei Period (1989–2019)

- The Heisei period was marked by Japan's continued economic strength, but also by challenges such as economic stagnation, demographic issues, and natural disasters.

The Reiwa Period (2019–Present):

- The Reiwa period began in May 2019 with the ascension of

Emperor Naruhito, marking the beginning of a new era after Emperor Akihito's abdication.

- **One of the most pressing issues facing Japan is its aging population**, which has led to labor shortages and challenges to the country's social welfare system. Japan is grappling with how to address these demographic challenges, including through increasing automation and immigration reform.

2. Japan's tropical climate and weather patterns (prompt):

Japan's climate varies greatly across the country due to its geographic location and topography, but it has some tropical characteristics in certain regions, especially the southernmost islands.

- Northern Japan (Hokkaido): Subarctic or cool-temperate climate.
- Central Japan (Honshu, Shikoku, and Kyushu): Temperate climate, with warm summers and cold winters in most areas.
- Southern Japan (Okinawa and the Nansei Islands): Tropical and subtropical climates.

Tropical Climate in Japan

Japan's tropical climate is primarily found in the Ryukyu Islands (which includes Okinawa) and some of the southernmost islands of the Nansei Islands. These islands experience warm weather year-round, with distinct wet and dry seasons.

Key features:

- Warm Temperatures:
 - Summers: Long and hot, with average temperatures around 28-30°C (82-86°F), and occasionally higher. It can be quite humid.
 - Winters: Mild to warm, with average temperatures around 15-20°C (59-68°F). Snow is rare in these regions, and temperatures rarely dip below 10°C (50°F).
- Seasonal Rainfall:
 - Rainy Season (Tsuyu or Baiu): From late May to early July, the tropical areas of Japan experience a rainy season, which brings heavy showers and increased humidity.

- Typhoon Season: From late summer to early fall (typically August to October), typhoons frequently affect the southern islands. These tropical storms can bring intense rainfall, strong winds, and coastal damage.
- Dry Season: After the rainy season and typhoon period, the weather tends to be more stable, with a dry and sunny winter period.

• Humidity:

- High throughout the year, especially in the summer months. This can make the heat feel more intense, particularly during the rainy season when the air is saturated.

• Flora and Fauna:

- Tropical vegetation such as palm trees, mangroves, and dense forests are common in the southernmost islands.
- The region also has a rich biodiversity, with species like tropical birds, reptiles, and marine life found in the surrounding water.

Climate Impact

- Agriculture: The tropical climate supports the cultivation of crops like sugarcane, pineapples, and tropical fruits, along with various marine resources, including fish and seaweed.
- Tourism: **The tropical climate in Okinawa and surrounding islands makes them popular destinations for beach holidays, diving, and marine activities year-round**, especially given the milder winters compared to the rest of Japan.

3 Japan's Cuisine (prompt):

Japanese cuisine, or washoku (和食), is renowned for its emphasis on seasonality, balance, and simplicity. It has a deep cultural significance and is recognized by UNESCO as an Intangible Cultural Heritage. Here's an overview of key elements and dishes:

Key Characteristics:

- Seasonality: Japanese dishes highlight seasonal ingredients, with many dishes changing throughout the year to reflect the freshest produce available.
- Umami: **"umami" (savory or "fifth taste") is central to many Japanese dishes.** It's most often brought out through ingredients like soy sauce, miso, seaweed, and fermented foods.

- Presentation: **The visual aspect of food is highly emphasized, with meals often arranged to be visually balanced and appealing, using natural colors and designs.**
- Rice: Gohan (**rice**) is a staple, often served as the central component of a meal, paired with side dishes.
- Fish and Seafood: Due to Japan's island nature, **seafood is a significant part of the cuisine**, prepared in various ways from raw to grilled, pickled, or fried.

Common Ingredients:

- Rice (白ご飯, shiro gohan)
- Fish (tuna, mackerel, salmon, etc.)
- Soy Sauce (醤油, shoyu)
- Miso (味噌)
- Seaweed (nori, kombu, wakame)
- Tofu (豆腐)
- Wasabi and Ginger Pickles (漬物, tsukemono)
- Japanese Vinegar (rice vinegar)

Main Categories of Japanese Cuisine:

Sushi and Sashimi

- Sushi involves vinegared rice combined with various toppings, often raw fish, vegetables, or egg.
- Nigiri: A small ball of rice topped with a slice of raw fish.
- Maki: Rolled sushi, with nori (seaweed) on the outside, often filled with fish and vegetables.
- Sashimi: Raw fish or seafood, served without rice.

Tempura

- Involves batter-dipping and deep-frying vegetables, shrimp, or fish. It's typically served with a dipping sauce (tentsuyu) and rice.

Ramen

- A noodle soup dish. The broth can be made from pork (tonkotsu), soy sauce (shoyu), miso, or salt (shio). It's topped with sliced pork (chashu), boiled eggs, bamboo shoots, and green onions.

Udon and Soba

- Udon: Thick, chewy wheat noodles served in a hot broth or cold with dipping sauce.
- Soba: Buckwheat noodles served hot or cold, often with a soy-based dipping sauce.

Kaiseki

- A traditional multi-course meal that emphasizes seasonal ingredients and presentation. It includes a range of dishes like soup, sashimi, grilled fish, and rice.

Donburi

- A rice bowl dish, often topped with meat or fish. Popular types include Gyudon, Katsudon, and Unadon

Tonkatsu

- A breaded and deep-fried pork cutlet, typically served with shredded cabbage, rice, and miso soup.

Okonomiyaki

- A savory pancake made with flour, eggs, cabbage, and a choice of meat or seafood, often topped with okonomiyaki sauce, bonito flakes, and seaweed.

Takoyaki

- Small octopus-filled dough balls, deep-fried and topped with okonomiyaki sauce, bonito flakes, and seaweed. Popular as street food in Osaka.

Bento

- A single-portion take-out meal, typically consisting of rice, fish or meat, pickled vegetables, and other small dishes. Bento boxes are often enjoyed during picnics or as packed lunches.

Regional Specialties:

- Osaka: Known for takoyaki (octopus balls) and okonomiyaki (savory pancake).
- Kyoto: Famous for kaiseki (traditional multi-course meal) and yudofu (tofu hot pot).
- Hokkaido: Famous for fresh seafood like crab, salmon roe, and dairy products.
- Fukuoka: Known for its tonkotsu ramen, a rich pork-bone broth.

Desserts:

- Mochi: Soft rice cake made from glutinous rice, often filled with sweet fillings like red bean paste.
- Matcha: **Green tea-flavored desserts** like matcha ice cream, cakes, or sweets.
- Dorayaki: **A sweet pastry with red bean paste** filling.

4. Japanese Food Packaging (prompt)

Japanese food packaging is a unique blend of aesthetics, functionality, and sustainability. It balances tradition with innovation, offering consumers convenience, freshness, and beauty. The meticulous attention to detail, emphasis on environmental consciousness, and innovative technologies reflect Japan's commitment to quality, care, and convenience in all aspects of daily life, especially when it comes to food.

Key Characteristics:

- Aesthetic Design and Presentation
 - *Visual Appeal*: In Japan, food packaging is often seen to enhance the visual appeal of the product. **Packaging is meticulously designed to reflect the quality and nature of the food inside.** There is a cultural emphasis on presenting food beautifully, even before it is consumed. The packaging often **incorporates elements like color, patterns, and motifs that align with the product's origin or season.**
 - *Minimalism and Elegance*: **Japanese packaging often embraces simplicity,** using clean lines and minimalist designs that convey sophistication and quality.
- Attention to Detail and Functionality
 - *Multi-Layered Protection*: Japanese food packaging typically involves **multiple layers to ensure freshness and safety.**
 - *Innovative Opening Mechanisms*: Packaging for convenience foods often comes with specialized easy-opening mechanisms, such as tear strips or peel-off seals, that make the product more user-friendly. **Many packages are also resealable, which helps to keep food fresh for longer after opening.**

- *Portion Control*: Many Japanese food products are packaged in **convenient, single-serving portions.** This allows for **controlled consumption and minimizes food waste,** catering to both busy lifestyles and Japan's culture of moderation.

- Sustainability and Environmental Awareness

- *Eco-Friendly Materials*: Japan is increasingly prioritizing sustainability in its packaging. There is a growing trend to use recyclable or biodegradable materials, and many products come with clear instructions on how to dispose of packaging in an environmentally friendly manner.
- *Reduction of Excess Packaging*: Despite the reputation for elaborate packaging, Japan is also focused on minimizing excess packaging. There has been a push in recent years to reduce plastic use, and there is a notable trend towards more sustainable and recyclable alternatives such as paper, plant-based plastics, or reusable containers.

Types of Japanese Food Packaging:

- Bento Boxes:
 - *Description*: a quintessential part of Japanese food culture. Often used to package meals for lunch, including rice, vegetables, fish, and meats. It can be made of various materials, including plastic, wood, and even metal.
 - *Features*:
 - o Compartments to separate different foods.
 - o Airtight seals to maintain freshness.
 - o Some are designed with traditional or seasonal motifs
 - o Modern bento boxes may include microwave-safe features and are designed for easy stacking and storage.
- Vacuum Sealed and Shrink-Wrapped Packaging
 - *Description*: Many fresh food items, including meats, seafood, and fruits, are vacuum sealed **to preserve their freshness and extend shelf life.**
 - *Features*:
 - o **Reduces air exposure to prevent spoilage.**
 - o Keeps the food in perfect condition and maintains taste.

- o Shrink-wrapping is often used for smaller items like sushi rolls, bakery goods, or even individual pieces of fruit.
- Pouches and Soft Packaging
 - Description: Pouch packaging is often used for liquids or semi-liquids, such as soups, juices, or sauces. Soft, flexible pouches have also gained popularity for convenience food, including snacks, ready-to-eat meals, and even freeze-dried products.
 - Features:
 - o **Space-efficient and lightweight.**
 - o Resealable zippers for convenience and freshness.
 - o Used for products like Japanese curry pouches, flavored rice, or instant soup.
- Traditional Wrapping (Furoshiki & Paper)
 - Description: Furoshiki, the traditional Japanese wrapping cloth, **is sometimes used for gifts, snacks, or takeout meals.** This form of packaging is environmentally friendly and reusable.
 - Features:
 - o Made of cloth or fabric.
 - o Tied in a way that secures the contents.
 - o **Eco-friendly and often used in seasonal or high-end packaging for premium products,** especially sweets or small gift items.
- Snack Packaging
 - Description: Snacks like chips, rice crackers, and candy are often packaged in **colorful, eye-catching designs, especially for seasonal or limited-edition products.**
 - Features:
 - o **Playful designs with windows to show the contents.**
 - o **Small, single-serving portions are common.**
 - o **Specialized resealable options for multi-serving packs.**

Packaging for Convenience and Innovation

- Convenience Stores (Konbini):
 - *On-the-Go Packaging* : Japan's convenience stores are

known for their vast selection of ready-to-eat meals and snacks, **all carefully packaged for portability and quick consumption.** Packaging often includes features such as:

- o Pre-cooked rice or noodle packages with separate sauce compartments.
- o **Individually wrapped snacks, such as mochi or rice cakes, for easy grabbing.**
- o Soft drink cans with built-in straws or easy-open features.
- Technology in Packaging
 - *Smart Packaging* : Japan is experimenting with innovative food packaging technologies, such as **edible packaging** (e.g., for sushi or fruit), **packaging with built-in freshness indicators,** and **RFID labels for inventory tracking and product quality monitoring.**
- Cultural Influence on Packaging
 - *Seasonality* : Japanese food packaging **often changes with the seasons, reflecting the deep connection between food and nature in Japanese culture.** For example, cherry blossom motifs may appear on packaging in the spring.
 - *Gifting Culture* : In Japan, food packaging also plays a key role in the culture of gift-giving. **Beautifully packaged sweets, cakes, or tea sets are often given as gifts during holidays or as a token of appreciation.**

5. Japanese Exports (prompt):

Japan is one of the world's leading exporters, with a highly developed economy and strong industries in a wide range of sectors. Some of the main categories of Japanese exports include:

Automobiles and Auto Parts

- *Key Products* : Cars, trucks, auto parts, and vehicle accessories.
- *Major Brands* : Toyota, Honda, Nissan, Subaru, and Mazda.
- *Importance* : Japan is home to some of the most well-known global automobile manufacturers.

Machinery and Electrical Equipment

- *Key Products* : Electrical machinery, industrial machinery, and computers.

- *Examples:* Robots, semiconductors, telecommunications equipment, consumer electronics (e.g., cameras, audio equipment).
- *Importance:* Japan is a leading exporter of high-tech machinery and electronics, including cutting-edge robotics and semiconductor production equipment.

Electronic Devices and Components

- *Key Products :* Semiconductors, displays (e.g., LCDs), electronic components, and mobile phones.
- *Major Brands :* Sony, Panasonic, Sharp, Toshiba.
- *Importance :* Japan is a critical supplier of semiconductor components.

Optical, Medical, and Scientific Instruments

- *Key Products :* Cameras, microscopes, medical devices, and precision instruments.
- *Examples :* Canon and Nikon cameras, medical imaging equipment, and various scientific instruments.
- *Importance :* **Japan is a leader in optics and precision technology**, with companies like Nikon and Canon being global leaders in imaging technologies.

Food and Beverages

- *Key Products :* Seafood, rice, beverages (like sake), and processed foods.
- *Importance :* Japan is known for its high-quality seafood, including fish such as tuna and shellfish. **Other exports include sake and Japanese green tea.**

Textiles and Clothing

- *Key Products :* Fabrics, garments, and textiles.
- *Importance :* Japan is a major exporter of high-quality fabrics and fashion items, often blending traditional techniques with modern design.

Luxury Goods

- *Key Products :* High-end watches, cosmetics, and fashion.
- *Importance :* **Japan is a key player in the global luxury market**, especially in watches (e.g., Seiko, Citizen) and premium beauty products.

Main Trading Partners:

- China
- United States of America
- South Korea
- Australia
- European Union
- Saudi Arabia

6. Dorayaki recipe (prompt):

Recipe for 6 servings:

Ingredients:

- 4 large eggs
- 140 g sugar (2/3 cup + ½ Tbsp)
- 2 Tbsp honey
- 1 1/3 cups all-purpose flour (plain flour) (weigh your flour or use the “fluff and sprinkle” method and level it off)
- 1 tsp baking powder
- 1–2 Tbsp water (adjust to achieve the desired batter consistency)
- neutral oil (for greasing the pan)
- 1.1 lb sweet red bean paste (anko)

Instructions:

1. Weigh your ingredients using a kitchen scale. If you’re using a cup measurement, please follow the “fluff and sprinkle” method: Fluff your flour with a spoon, sprinkle the flour into your measuring cup, and level it off. Gather all the ingredients.
2. In a large bowl, combine your eggs, sugar, honey. Whisk well until the mixture becomes fluffy.
3. Sift your flour and baking powder into the bowl with the egg mixture and mix until combined. Put the bowl in the refrigerator to rest the batter for 15 minutes.
4. After resting, batter should be relaxed and slightly smoother.

Now, stir in half of the water and check the consistency. It should be similar to pancake batter. Add more of the water, as needed, until you achieve the right consistency. Depending on the size of the eggs and how accurate your flour measurement is, the water amount may vary.

5. Heat a large nonstick frying pan over the lowest heat setting for 5 minutes. When it is thoroughly heated with no hot spots, increase the heat to medium low. Dip a paper towel in neutral oil and coat the bottom of the pan. Then, use another paper towel to remove the oil completely. This is the key to evenly golden brown Dorayaki pancakes. With a ladle or a small measuring cup, pour 3 Tbsp of the batter from 3 inches (8 cm) above the pan to create a pancake that's 3 inches (8 cm) in diameter. Cook one pancake at a time.
6. When you see the surface of the batter starting to bubble, flip the pancake over and cook the other side. When done, transfer it to a plate and cover it with a damp towel to prevent it from drying out. Grease the pan between batches, as needed. Continue making the pancakes; you can make about 12 pancakes.
7. Assemble the Dorayaki by making sandwiches using two pancakes and a scoop of the 1.1 lb sweet red bean paste (anko) as filling. Put more red bean paste in the center of the pancakes so the sandwich's middle is thicker than the edges and the Dorayaki's overall shape is curved. Wrap the Dorayaki with plastic wrap until ready to serve.

7. Sweet snacks marketed in US grocery stores (prompt):

Cookies and Biscuits:

- Oreos (classic, golden, thin crisps, etc.)
- Chips Ahoy!
- Nutter Butter (peanut butter sandwich cookies)
- Pepperidge Farm (Milano, Chessmen, etc.)
- Famous Amos (chocolate chip cookies)

Snack Cakes and Pastries:

- Hostess (Twinkies, Ding Dongs, Ho Hos, Cupcakes)
- Little Debbie (Cosmic Brownies, Zebra Cakes)
- Entenmann's (variety of cakes, donuts, etc.)
- Pop-Tarts (variety of flavors)
- Rice Krispies Treats

Common Retail Locations:

- Whole Foods Market
- Fresh Market
- Walmart
- Publix
- Aldi

Price Points:

- 8-12 (\$3.50 - \$5)
- Specialty (\$4 - \$6)



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Dorayaki Design Brief

INTRODUCTION

Design functional and memorable form and graphics for a system of packages for Dorayaki pancakes.

ABOUT

Dorayaki, originating in Japan, is a Japanese dessert, or *wagashi*, made with red azuki bean paste, or *anko*, sandwiched between two castella pancakes. Their origins date back to the Edo period (1600) when the Japanese were introduced to castella through trade with Portugal. The current version was created in 1914 by Usagiya, a venerable Japanese confectionary based in the Ueno district of Tokyo that is still in business. Dorayaki is one of many types of Japanese *wagashi* that includes *anko*. These snacks are heavily featured in Japanese media such as anime and manga, which is highly consumed in the United States. This product provides consumers in the US with an introduction to Japanese food culture increasing their interest in Japan. Such interest encourages consumers to visit Japan, thus increasing tourism in Japan.

In Japanese, the name, "dorayaki" comes from the word, "Dora" which means "gong" and the word, "yaki" meaning "baked or cooked" The name is meant to reflect that the original dorayaki was baked on a heated gong. The name "Dorayaki" is identifiably foreign, creating intrigue and a differentiation from other dessert products. The snacks will be sold in 3 flavors: Red Bean Paste (*Anko*), Matcha Pudding, and Chestnut Cream. Each one will be individually packaged in boxes of 9 for a retail price of \$4-6.

AUDIENCE

The audience for this product are residents of the United States who enjoy sweet snacks. This snack will appeal most to people ages 13 and older as the flavors are fairly unique and might not appeal to the palette of everyone.

Another major demographic are people who enjoy Japanese media or are adventurous eaters. The few simple ingredients are likely to appeal to people who dislike additives and preservatives.

MARKET/COMPETITORS

The foreign flavors and bold packaging will help differentiate Dorayaki from competitors including "Oatmeal Cream Pies" and "Twinkies" which have few flavors and very basic packaging. Other competitors include Pop Tarts, Milano, and Nutter Butter Cookies. Most of these are usually sold in the snack aisle with cookies.

Graphics

Competitor products often use primary colors with a solid background and bold lettering to immediately grab the consumer's attention. Photos of the product on the front of the packaging is the most popular graphic used. The majority of the time, the background color is white. The background color will sometimes change with limited edition flavors.

Forms

For presentation reasons, some common forms include thick dividers with individually packaged goods in them. Boxes are the most popular shape used for these types of products. They are usually made from thick cover paper and stacked on top of each other.

Design Objectives

- create right-sized package solutions
- consider material lifecycle
- package must contain, secure, protect, inform, function, and market the product
- must have appetite appeal
- logo and graphics will avoid primary colors common to sweet snacks
- make clear that this is a dessert product
- convey “welcoming” in the typography
- avoid childish, overly playful graphics
- appeal to an adult audience with exposure to new sweet flavors
- convey the product’s Japanese origin
- color palette or materials will emphasize natural/earthy colors
- make use of recycled & recyclable materials

DORAYAKI





DORAYAKI



Inspiration Product

The product analyzed for this project is a "Tim Hortons" brand decaf coffee box of Keurig K-cup pods. The outer box packaging is made of **compostable paperboard**. The k-cup pods are made from recyclable polypropylene plastic. The k-cups are not **biodegradable**, therefore, if not recycled properly, they will end up in a landfill. The bottom of the box includes a small label from the "**Sustainable** Forestry Initiative" along with their website. The bottom also has a recycle label detailing what parts of the packaging is recyclable and instructions on how to recycle those parts properly. Given that the **FDA** does not require that companies provide this type of information, it can be considered good practice for companies to do so.

Define the bolded words:

Compostable: capable of breaking down into natural elements

Paperboard: a thicker paper product designed to be durable, foldable, and rigid

Biodegradable: capable of being broken down especially into harmless products by the action of living things

Sustainable: the capacity to maintain the state of desirable materials or conditions over the long term

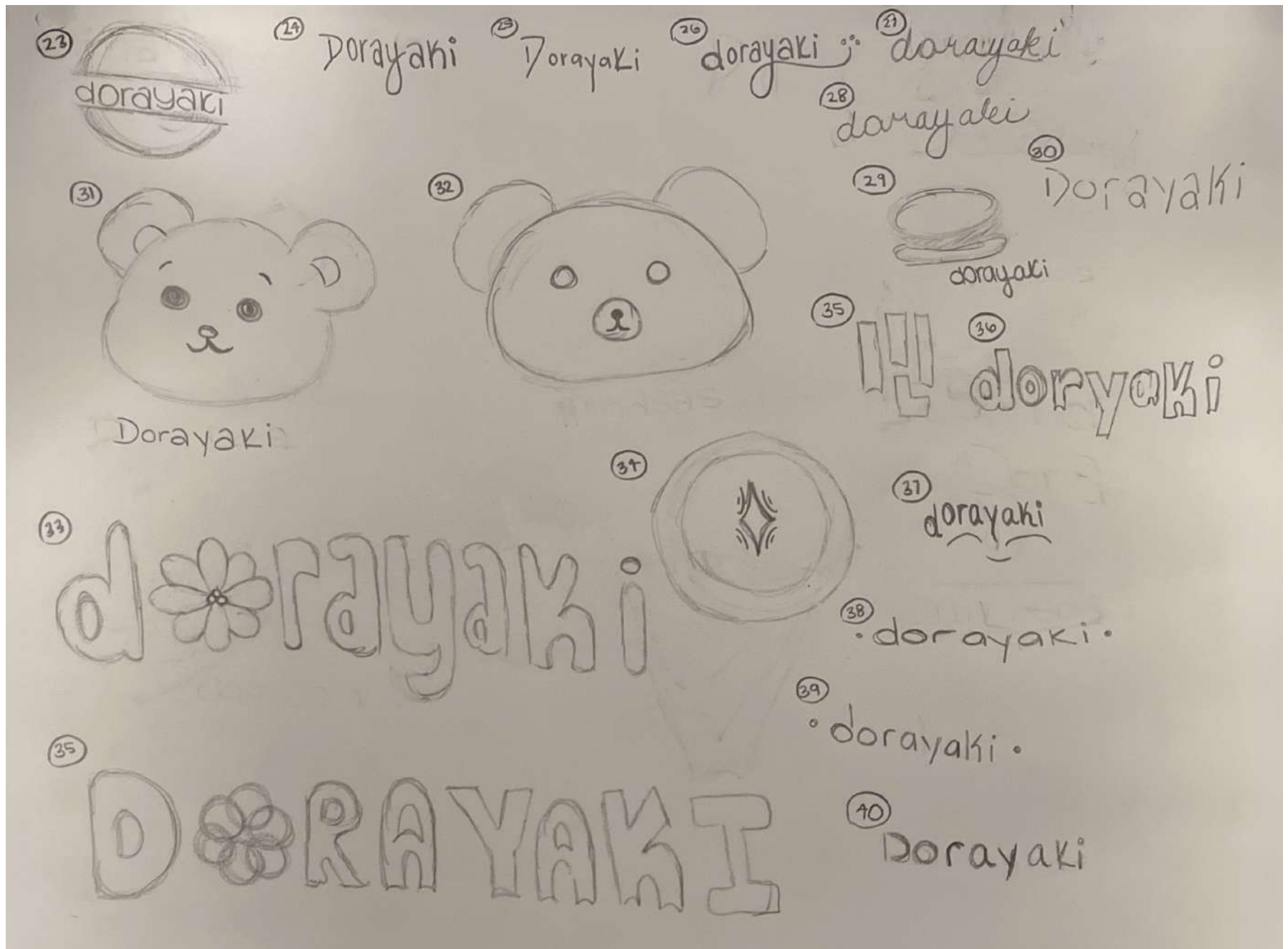
FDA: The Food and Drug Administration is responsible for protecting the public health by assuring the regulation of medical, cosmetic, and food products

Design Process

Name Ideas

- **Dorayaki** - this name was chosen as choices 7 and 10 are too closely related to the spanish word for bread. Choices 3, 5, and 10 are too long. And the rest were not suitable to the chosen design plan.
- Dora Dora
- Sweet Pancakes
- Delights
- Dorayaki Delights
- PanJoy
- Fillingly
- Mikasas (*the name for dorayaki in the Kansai region, which includes Osaka and Kyoto*)
- PanYum
- Pancake Wagashi (*Wagashi is a Japanese confection*)







3 Refined Logos



Logo Iterations



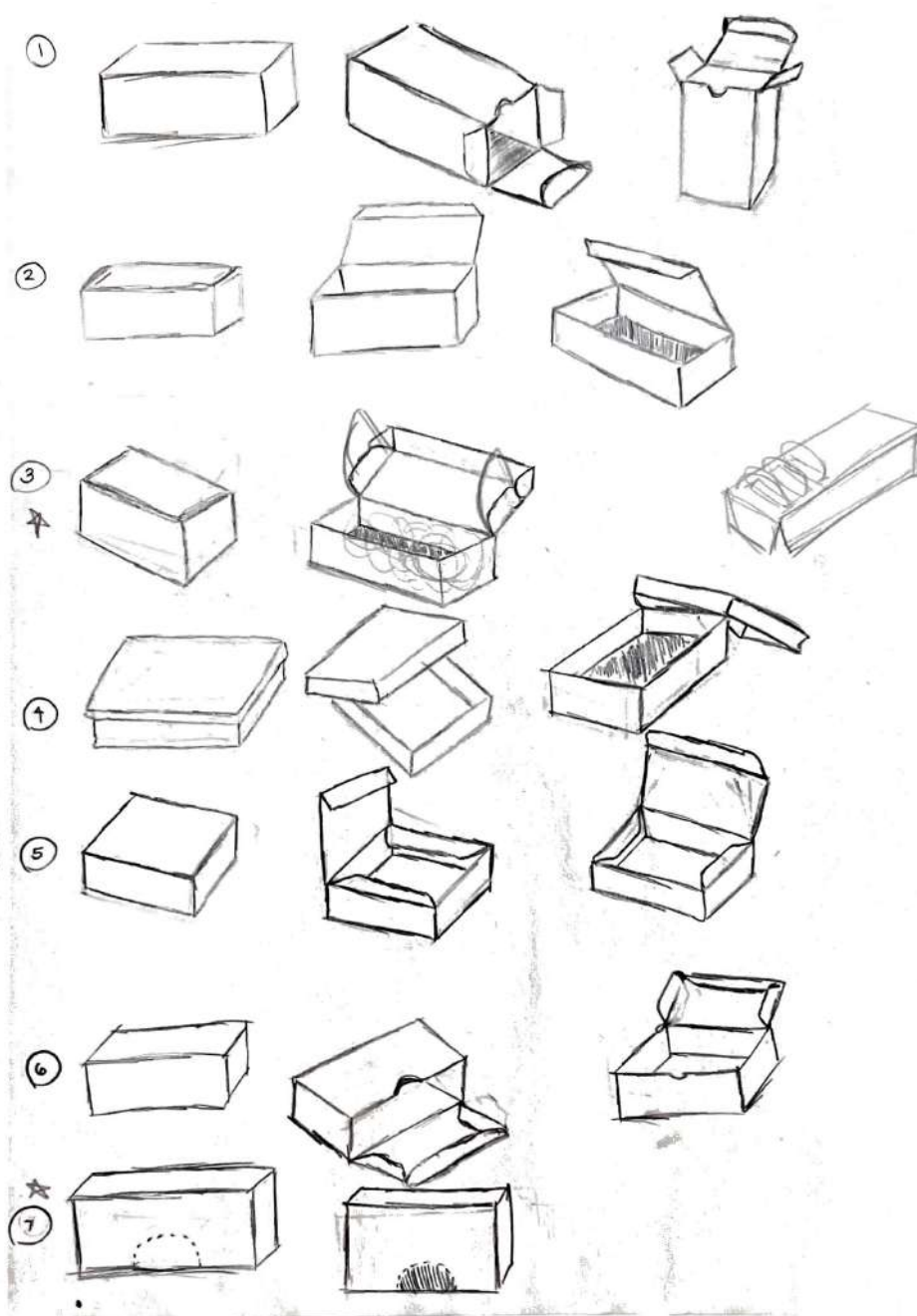
Color Logo 1 inch

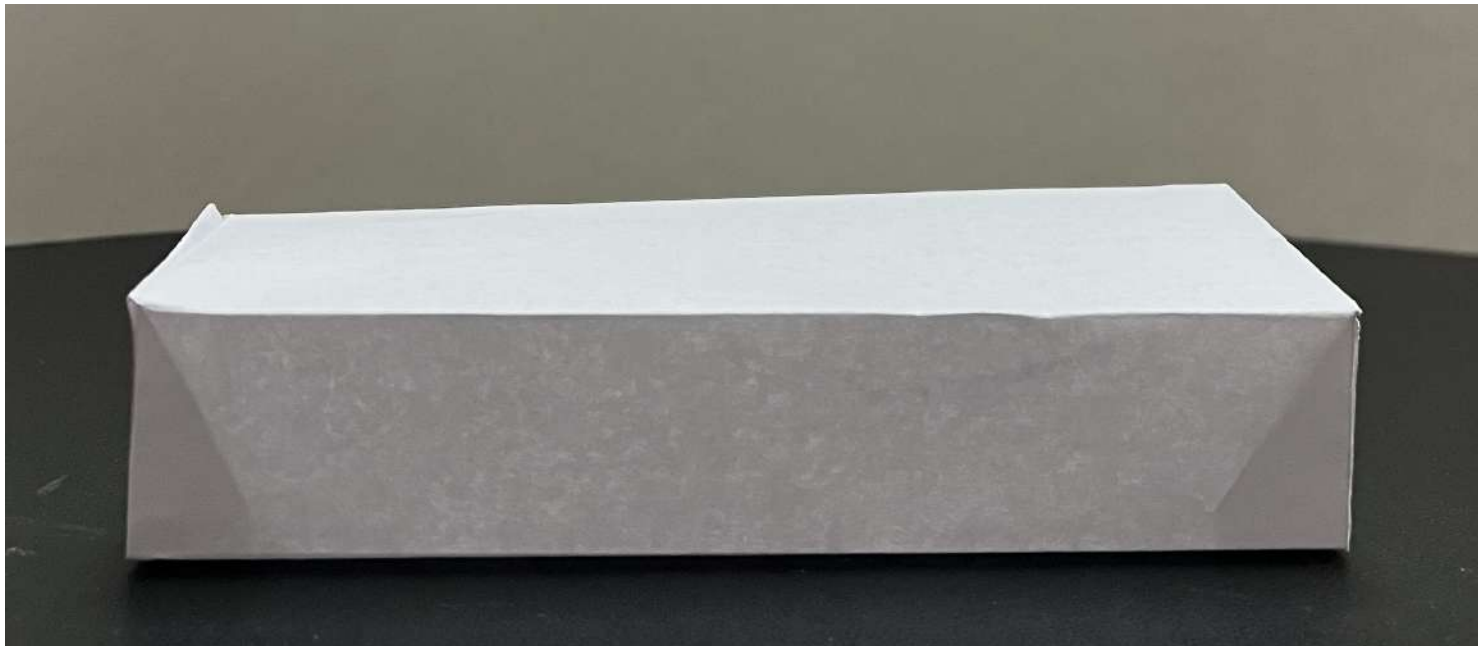


B&W Logo 1 inch

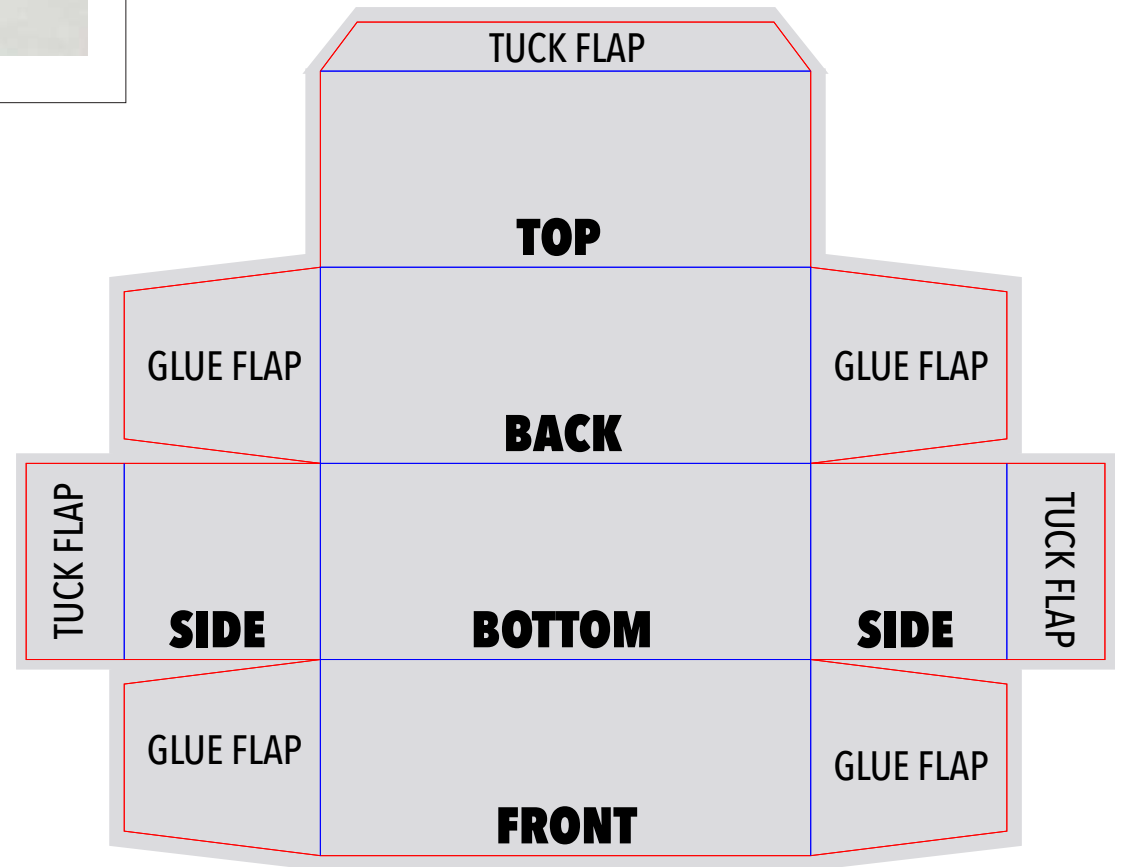


Final Logo 5 inch





2 Form Mockups & Iterations



Final Mock up Form with Die Line

Content List

- Logo
- Product Name
- Product Image
- Flavor
- Parent Company
- Quantity
- Kanji Page
- Net Weight
- Best by Date
- Nutrition Label
- Ingredient List
- Allergen Information
- Company Address/Contact
- Barcode



2 Refined Layouts on Die Line



Product 1: Graphics on Mockup

Logotype: Bovine Round MVB Regular



Logo Colors:

C	31	C	0
M	87	M	0
Y	76	Y	0
K	31	K	0

Package System Colors:

C	31	C	27	C	0
M	87	M	45	M	0
Y	76	Y	53	Y	0
K	31	K	3	K	0

C	46	C	3	C	75
M	24	M	13	M	68
Y	69	Y	15	Y	67
K	3	K	0	K	90

Package Typography: Headlines

Dunbar Low Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Package Typography: Supporting Information

Adrianna Condensed Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

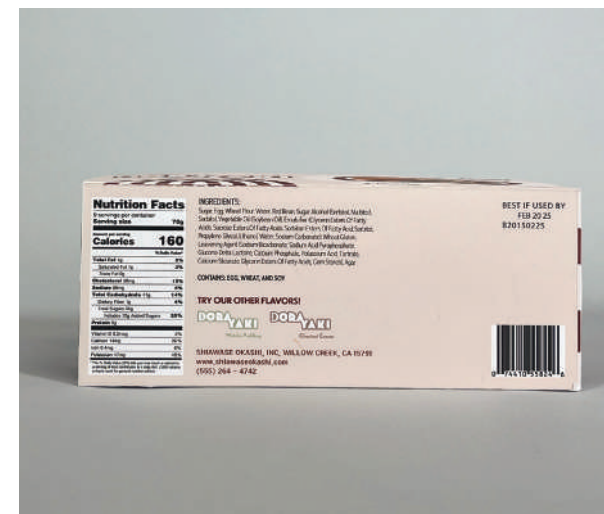
Brand Elements

The final logo uses a bold upper case typeface with curves in order to grab the attention of the consumer. The thick outline of the letters is also meant to draw attention. To maintain simplicity, the logotype only uses two colors. The colors for each logotype variation were chosen based on the flavor of that variation. The illustration of the red bean located in the "D" is meant to reference the products primary filling.

The supporting type for the packaging system are solely sans serif fonts so that consumers can read information legibly.

1H00NHeydayOTF Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJIKLMNOPQRSTUVWXYZ

Final Product



Product 1: Photos of Constructed Form: All Views and Closure



Product 1: Glamour shot on relevant AI background



Product 2: Die-line with Graphics



Product 3: Photos of Constructed Form: All Views and Closure



Photo of Original Package and Final Product Package



Photos of 3 Product System: Multiple View

Summary & Assessment

Summary & Assessment

Design Brief Objectives:

- create right-sized package solutions
- consider material lifecycle
- package must contain, secure, protect, inform, function, and market the product
- must have appetite appeal
- logo and graphics will avoid primary colors common to sweet snacks
- make clear that this is a dessert product
- convey “welcoming” in the typography
- avoid childish, overly playful graphics
- appeal to an adult audience with exposure to new sweet flavors
- convey the product’s Japanese origin
- color palette or materials will emphasize natural/earthy colors
- make use of recycled & recyclable materials

Have you met all of your objectives?

Yes, from my perspective, all objectives were met.

What were your struggles?

Late assignment completion and project assembly. While not difficult, the whole process was tedious and time consuming.

Which could you improve upon?

More creativity with the logotype. Less fonts on the packaging.

What do you consider to be a success and why?

The dieline and the prototype form and graphics were successful. The dieline was properly printed and assembled as planned, and the product fit in the prototype.

What still needs work and why?

The form assembly required more care and precision.

Reflect on what you may have learned from this project.

Many packaging terms were learned as well as construction techniques.