

Hoisin Sauce Makeover

Luna Nguyen

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the page.

Original:



Problem:

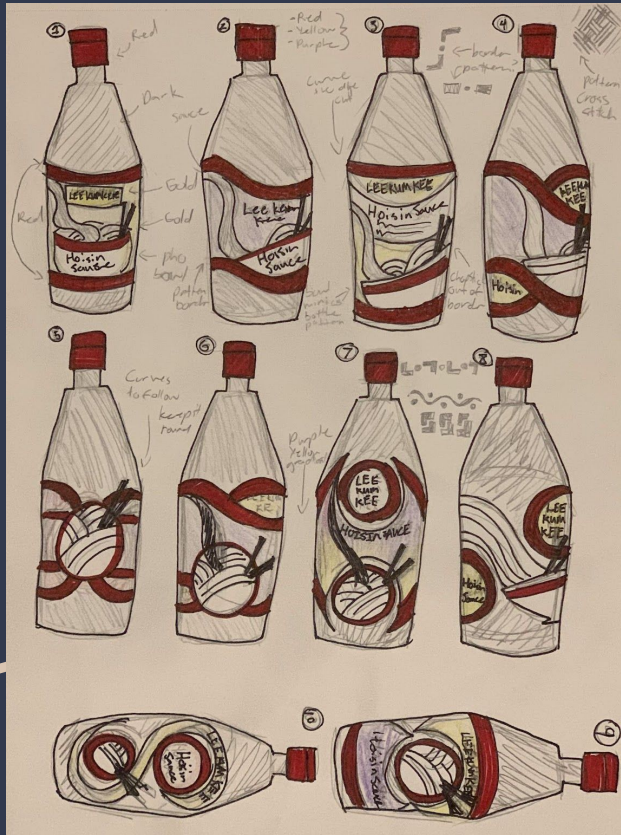


- Boring design - doesn't catch the eyes
- Too much going on with Color & Text
- Photo of food is unappealing
- Too rigid with arrangement

First Sketch:



Thought Process:



- Since the bottle cap is red, I tried incorporating red in the design
- Purple & Yellow palette taken from original bottle
- Curve lines for eye flow
- Pho bowl as graphic - simple, round, and recognizable

Thought Process:

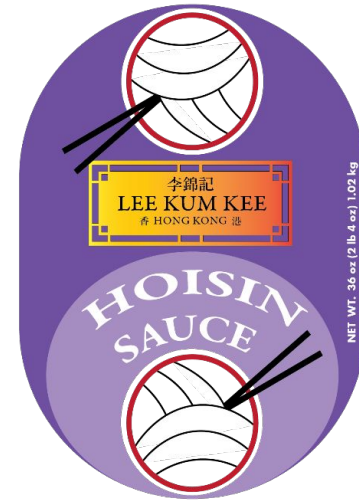
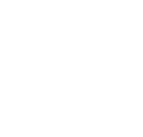


- 6 & 7 was chosen as the best and finalized in digital sketch

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Digital Sketch:



NET WT. 36 oz (2 lb. 4 oz) 1.02 kg

Nutrition Facts	
Valeur nutritive	
Per tablespoon (15 ml) par cuillère à table (15 ml)	
Calories 50	% Daily Value*
Fat / Lipides 0.4 g	1%
Saturated / saturés 0.1 g	1%
+ Trans / trans 0 g	
Carbohydrate / Glucides 12 g	
Sugars / Sucres 10 g	10%
Protein / Protéines 0.1 g	
Sodium 300 mg	13%
Not a significant source of fibre, cholesterol, potassium, calcium or iron.	
Source négligeable de fibres, cholestérol, potassium, calcium et fer.	
*5% or less is a little, 15% or more is a lot	
*5% ou moins c'est peu, 15% ou plus c'est beaucoup	
INGREDIENTS:	
SUGAR, WATER, SOYBEANS, SALT, SWEET POTATO, MODIFIED CORN STARCH, SESAME SEEDS, GARLIC, WHEAT FLOUR, CHILI PEPPER, SPICES, CANNED CORN, ACETIC ACID, FRUIT AND VEGETABLE JUICES, POTASSIUM SORBATE ADDED AS A PRESERVATIVE. CONTAINS SOYBEANS, WHEAT.	
REPERMÉLAGE: AMIDON DE MAÏSE MODIFIÉ	
NE PAS MANGER LES BÉTES EN CAS	

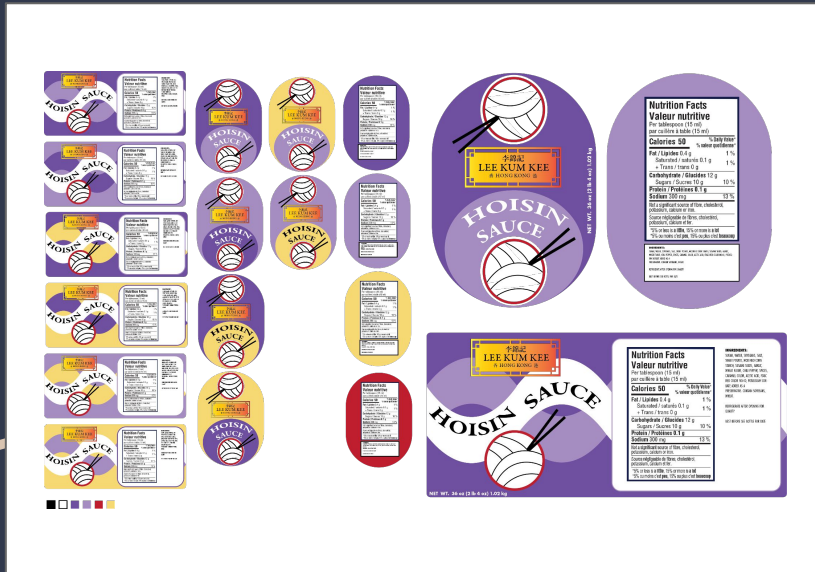
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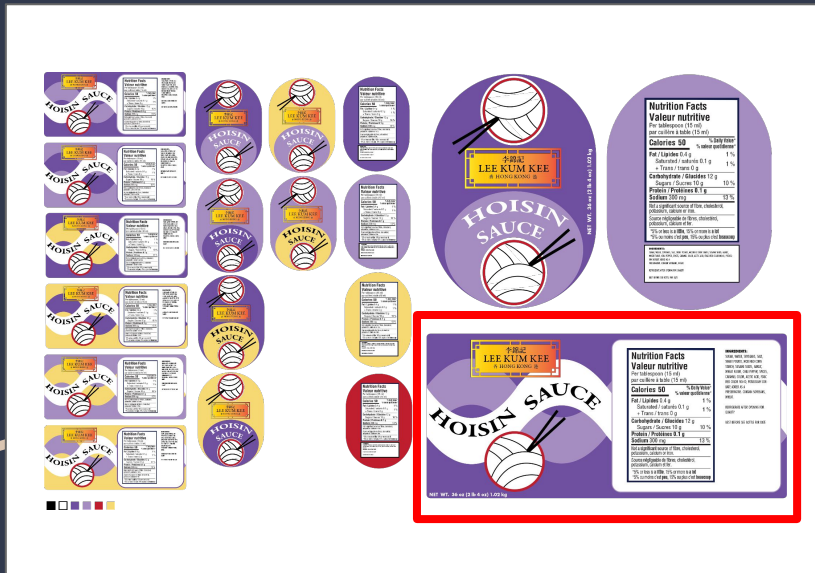
Thought Process:

- Rounded out to be easier to print
- Varied color palette
- Tried limiting amount of color used
- Keep thing simple

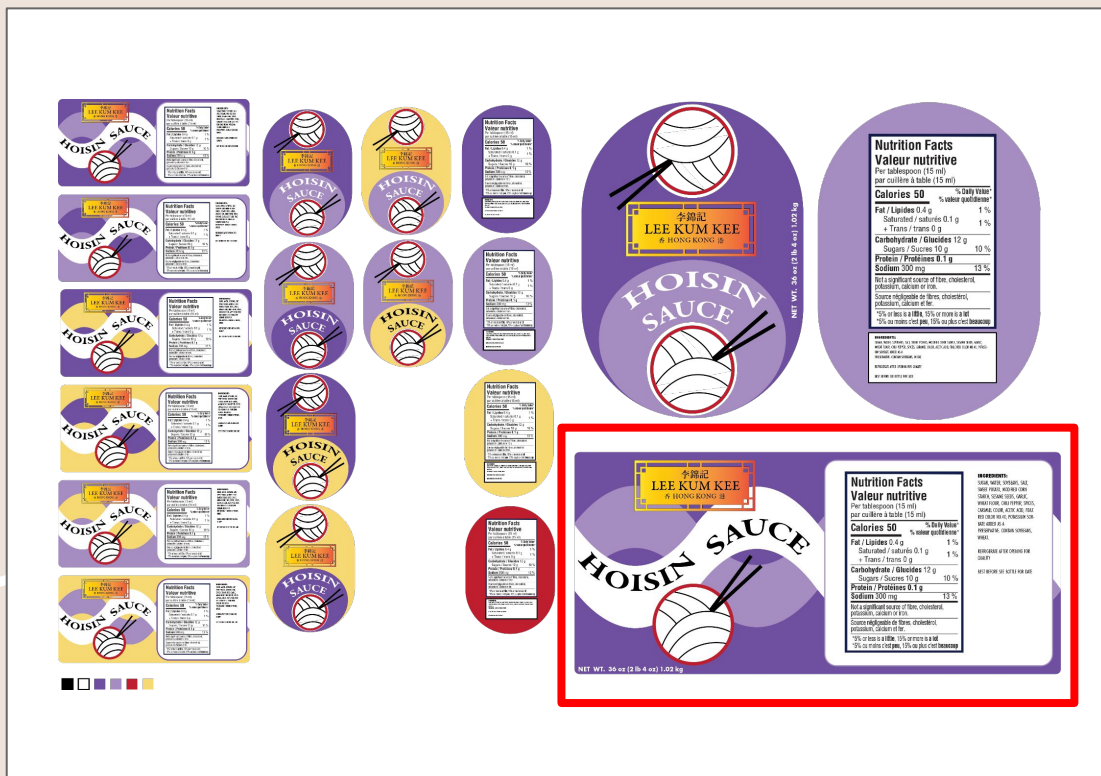


Thought Process:

- Last version chosen as final for label



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Mockup:



Thought Process:



- Add red and curve text more to fill white space of white line
- Make it more spacious to balance arrangement better
- Making sure it dimension are correct for actual bottle

Comparison:



Original:



New Version:

