

Write **your** NAME here _____

Choose a classmate to work with.

Write the NAME of the **classmate** here _____

Write the NAME of the **product** here _____

Check whether this sheet provides your answers for :

- Ghirardelli Label A (your redesign) Ghirardelli Label B (redesign according to Ghirardelli Art Guide)
-

Look at the both of your classmate's Ghirardelli chocolate powder labels, on the cans.
Work independently, don't ask your classmate any questions yet.

After you've given each Ghirardelli can a good look, independently answer the following questions. Provide the best answer from the available choices. Circle the letter/best answer to the following multiple choice questions, and write comments where required...

1. From the appearance of the package, I think the product is:

- a. baking chocolate
- b. general chocolate powder, can be used for baking or chocolate drinks
- c. specialty chocolate drink
- c. specialized: catering to a certain audience, or a gift item. If you choose this answer, identify one choice below and answer the question(s):

1. 'Stand-alone' to display on a shelf in a _____ store.

-What about the product makes you think it's a 'stand-alone'?

2. Specialty item for a gift basket.

-Why is this a specialty item?

-Could this item also be sold 'on the shelf'? Why or why not?

3. Special occasion/holiday. Which occasion/holiday? _____

-What about this package 'tells' you it's for this occasion or specific holiday?

2. I looked carefully at the package, to identify the following SPECIFIC information which indicates it is directed to the target audience...

a. I think the target audience is:

- I think it is this target audience because:

b. age range:

- I think it is this age range because:

c. education level:

- I think it is this education level because:

d. income level:

- I think it is this income level because:

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PEER CRITIQUE

e. lives in (circle one): city / suburbs / rural area:

- I think this because:

f. circle one, the purchaser of this product:

-frequents cafés, coffee shops

-prefers to *bake* at home

-prefers to *prepare and drink* hot chocolate drinks at home

3a. The color scheme used for the package makes me think the product is...

___ definitely a chocolate powder

___ not sure, it looks like it could be any kind of food product

Briefly explain your answer to Question 3a:

3b. The color scheme used for the package makes me think the flavour is...

I think this color scheme is (check one) **appropriate / not appropriate** for the actual flavour, because:

4. I think the typeface(s) (circle: are / are not) appropriate, and this is why...

5. Based on the appearance of the package. I (state who, and why, below) would/would not most likely purchase this product for my _____ because...

6. Based on the appearance of the package. I (circle: would/would not) want to receive this product as a gift because...

7. The package makes me think the product is...

a. ___ definitely a high-end product, very expensive

b. ___ not sure, it looks like it could be high-end or middle-range

c. ___ low-end, drugstore item

This is EXACTLY WHAT about the package that caused me to identify the product as such (be specific. Is it the colors, size and placement of typeface, style and shape of package, substrate? other?)

8a. The quality of the craft (choice of paper, printing quality, assembly) is:

a. ___ poor, flimsy, ill-crafted

b. ___ adequate, passable

c. ___ very good

d. ___ outstanding

8b. Regarding the craft, I would like to see improvement in...