

Category: **Healthcare**

Project: **Things You've Eaten**

What was the challenge?

Consumer awareness of food safety and nutrition is a major issue concerning a healthy lifestyle and the prevention of disease. To promote and preserve their health, they have to have ready access to accurate information on nutrition. Nutrition labels on food packages can provide the vital information consumers need to help them improve or protect their health. However, many researchers studying food have insisted that the majority of consumers have problems understanding and reading nutrition-fact labelling because of the numeric system and terminology used.

What was the solution?

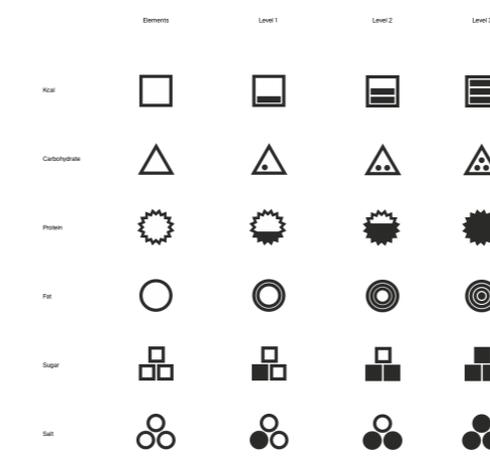
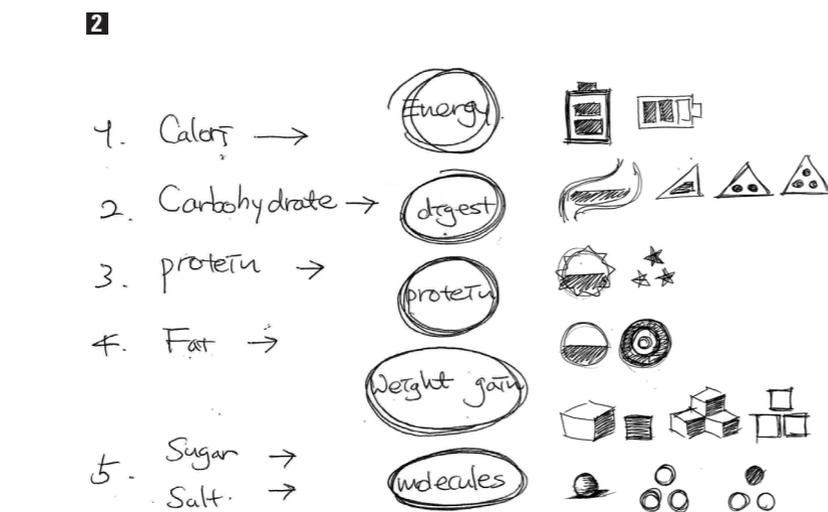
Based on these problems, this study proposes new visual interpretations of the nutrition labels on food packages in order to help consumers to better understand the facts provided about their food.

What was the effect?

This paper shows various experiments based on research and the concomitant analysis. They are not limited to the printing of packages, but are performed with diverse materials. I strongly believe that the present situation is the result of various experiments of the past. I want this experiment to be part of a never-ending process. When it is supported by critical thinking and arguments, it will continue to constantly evolve. Based on this, I want to inspire others, to refine and use my work as a solid cornerstone for further research.

Contact:

name: Sunghwa Mun
 company/organisation: Studio Süden
 e-mail: sunghwa4515@gmail.com
 website Instagram @studio_süden



1 The information on the food packages consisted of full of information. But this information was always different as to the design style and list order. Thus, the first experience was to order the information from a consumer's point of view. Furthermore, based on this analysis, the new nutrition-facts system was proposed according to the following analysis.

2 When you travel to Europe, you will see various languages you do not know at all. This was a starting point of this experiment. How to convey information to consumers without the inconvenience of misunderstanding the respective language. First of all, I looked at how each element placed on the nutrition-fact list affects our body. Based on this, the icons

designating the elements were designed to express calories, carbohydrates, proteins, fats, and salts, i.e. the basic nutrition facts. The label was designed so that you can find out how much of an element is in a food on a three-level basis as shown in the following example.