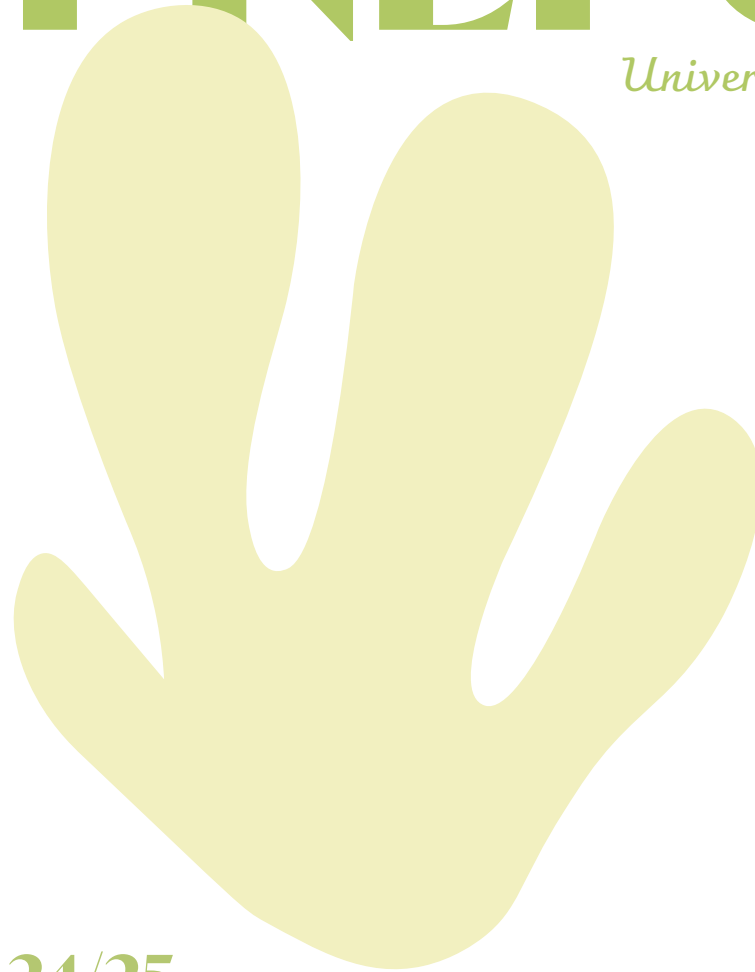


UNIT REPORT

University for the Creative Arts



**FCOM6010:
Final Major Project 24/25**

2112518 Yeonji Kim

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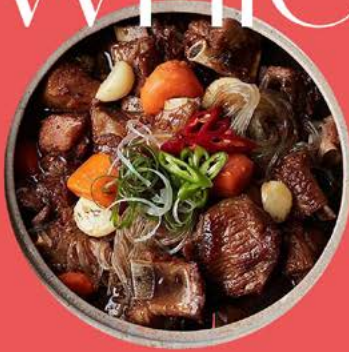
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Chapter Research

Quick Warmup Task

WHICH



ONE

YOU WANT



TO EAT MOST?

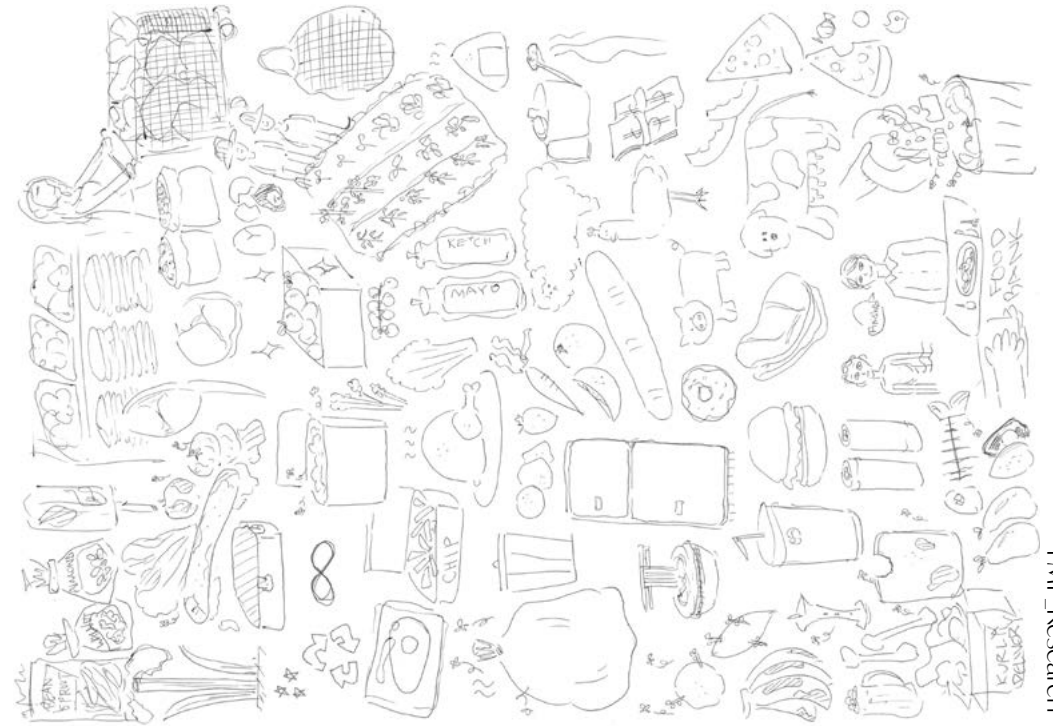


How does the visual representation of food connect with consumption trends in modern society?

The visual representation of food heavily influences modern consumption trends through OTT cooking shows, social media, and marketing. Netflix food competitions showcase aesthetically appealing dishes, shaping culinary trends and consumer expectations. Platforms like Instagram and TikTok drive viral food trends, making visually striking meals more desirable. Brands leverage packaging and advertising to enhance food's visual appeal, influencing purchasing decisions. As digital media evolves, eye-catching food styling continues to impact consumer behavior, from restaurant choices to packaged food sales.

The topic I like and am most interested in these days is cooking. While watching cooking contest programs on Netflix, I learned that the taste of food is important, but the visual aspect has a huge impact on customers' consumption. So, I became interested in this topic and created a simple warmup postcard.

Inspiration of my FMP



FMP_Research

I wanted to choose a topic that I like for my final major project. So, the first thing that came to mind was simply 'food'. While I was thinking about which topic to choose among the many food categories, I was able to find a topic from my friends and the surroundings. It was 'food waste'. I saw people throwing away food without any awareness because they were full, and food lying on the floor. I thought that my friends and I had lost the value and importance of food, even though we are currently students. Also, I think that these days, people have a value that it is better to have more than not enough.

Therefore, I want to create a design that reminds people of the preciousness of food and instills awareness of waste.

Research for Food Waste

How Does Food Waste Affect the Environment?

BY JANGIRA LEWIS | AFRICA AMERICAS ASIA EUROPE OCEANIA | OCT 17TH 2022 | 8 MINS

EARTH.ORG IS POWERED BY OVER 150 CONTRIBUTING WRITERS



→ one of social problem about food waste

In a world where people are dying from hunger, one-third of all food produced is thrown away every year. Not only does food waste exacerbate food insecurity, but it also causes severe damage to our environment. When we factor in all the different variables that go into producing the food we eat, the hidden impact it has on the environment is revealed. How does food waste affect the environment? Read on to find out.

food waste → social problem

Environmental Problem → greenhouse gas ↑ → climate change
→ financial problem

one of main problem

Tossing away uneaten food may appear like meagre damage to the planet when compared to other issues, but the haunting reality is that it is just as harmful.

it is one of main cause of climate change.

When we throw away food, we also throw away the precious resources that went into producing this food. This includes the use of land and natural resources, the social cost to the environment, and our biodiversity. Food waste accounts for one-third of all human-caused greenhouse gas emissions and generate 8% of greenhouse gases annually. With these statistics in place, there is a huge need to reduce this environmental footprint.

What Is Food Waste?

Food waste is food that is intended for human consumption that is wasted and lost, and can occur anywhere throughout the entire supply chain from farm stage to harvest to households. Although the term may be self-explanatory, two types of food waste are apparent. The first being "food loss", which refers to the food that we lose at the early stages of its production process. The second being "food wastage", which refers to food that is perfectly fit for human consumption, but it gets discarded for a different reason.



Figure. 1 Food Waste and Food Loss (2023)

From production and harvest to distribution and consumption, there are several stages during which food is wasted or lost. In addition to being thrown out because of unclear expiry dates, high aesthetic standards, labelling, and safety precautions for spoiling, food produced by farmers is wasted during the production stage owing to accidental losses, a lack of policies, pests, natural catastrophes, etc (EIT Food, 2023).

How Is Food Waste Produced?

The typical stages of the food production process consists of the food being grown, processed, sorted, packaged, transported, marketed, and then eventually sold. When we look at the statistics, food waste can be identified as occurring at all stages throughout its production. Therefore, every time food is wasted, all the resources used in each step of the production is also wasted, bringing the social cost up even higher.

*Food production → Food waste → resources waste
= social cost waste = financial problem*

Looking at the production process as a chain framework can help identify where the issues are. At the beginning of this chain, also known as the “upstream” stage, the food is grown, harvested, processed and sent to be sold. At later stages of the chain, also known as the “downstream” stage, food is successfully processed and sent to consumers and commerce markets but it is wasted for other reasons unrelated to whether it is fit for human consumption or not.

maybe about looks clean or have any serious part something like that?

The later the food is wasted along the chain, the greater its environmental impact is as the further down the chain we go, the more energy and natural resources are needed in the complete production process of the food.

In 2013, the Food and Agriculture Organisation of the United Nations (FAO) released a report that analysed the impacts of global food wastage on the environment. They identified patterns in food waste on a global level.

→ scratches, clean condition

→ wasting with visual (?)

They found that middle to higher income countries' food waste occurs in the “downstream” phase of the production process, as they found that their food was wasted by consumers and commerce businesses. They also established that developing countries were more likely to contribute to food waste in the “upstream” phase of the production process, usually due to infrastructural challenges such as lack of refrigeration, improper storage facilities, technical constraints in harvesting techniques etc.

→ Don't have some money / technique for keeping fresh food.

How Does Food Waste Affect the Environment?

1. Waste of Natural Resources

There are a number of ways in which food waste can affect the environment. When we waste food, we waste the natural resources used for producing that food, the three main ones being energy, fuel and water.

Water is needed for all stages of the food production process, as well as in all types of food produced. Agriculture accounts for 70% of the water used throughout the world. This includes the irrigation and spraying required for crops, and the water needed for rearing cattle, poultry and fish. By wasting food, we are wasting fresh water. Given that countries have a severe water shortage, with countries being predicted to be uninhabitable in a few decades, conserving freshwater should be a global mission.

Growing plants and rearing animals drains a huge volume of fresh water. Food such as fruit and vegetables are water-laden, and require a huge amount of water to grow. Additionally, different types of plants need different amounts of water to grow. Animals also require a large amount of water for both their growth and their feed. Producing meat requires more water supply, yet meat is the food that is thrown out the most. *for producing all of ingredient, we need fresh water and we're using 40% of fresh water to agriculture. So food waste = water waste.*

The Natural Resources Defense Council (NRDC) established that food waste ends up wasting a quarter of our water supply in the form of uneaten food. That's equated to USD\$172 billion in wasted water. They also determined that we spend over \$220 billion in growing, transporting and processing almost 70 million tons of food that eventually ends up in landfills. *we're wasting 1/4 of water bc of wasting food. → being financial problem as well*

Therefore, growing food that goes to waste ends up using up to 21% of freshwater, 19% of our fertilisers, 18% of our cropland, and 21% of our landfill volume. Throwing away a kilogram of beef is equivalent to throwing away 50,000 litres of water. Pouring a glass of milk down the sink is nearly 1,000 litres of water wasted. Additionally, taking into account global food transportation, large amounts of oil, diesel and other fossil fuels are consumed as well. *lots of energy, money, resources; water, fuel are wasted with wasting food.*

You might also like: 20 Shocking Facts About Food Waste

2. Contribution to Climate Change

When food is left to rot in our landfills, it subsequently releases methane, a powerful greenhouse gas twenty-five times stronger than carbon dioxide. When methane is released, it lingers for 12 years and traps heat from the sun. *↳ cause of climate change.*

It contributes towards 20% of the global greenhouse gas emissions released. When we factor in the greenhouse gas emissions released from the use of natural resources, the contribution to climate change is astonishing. If a decent food waste treatment system were implemented, it would stop 11% of global greenhouse gas emissions. *↳ that's what we need
↳ what we can get as a benefit when we stop to waste food.*

Consultative Group on International Agricultural Research found that a third of all human-contributed greenhouse gas emissions are from food waste. If food waste were a country, its greenhouse gas emissions would be the third largest in the world, following the US and China.

If we stopped throwing food away, we can save the equivalent of 17 metric tonnes of CO₂, which can be the environmental equivalent of five cars off the roads in the UK.



3. Degradation of Land

Our irresponsible use of food products has an adverse impact on the physical land itself. There are two ways in which we waste land. The land we use for producing the food, and the land we used for dumping the food.

Agriculture uses 11.5 million hectares of the global land surface. There are two types of land; "arable" land (that can grow crops), and "non-arable" land (that cannot grow crops). 900 million hectares of non-arable land is used for livestock to produce meat and dairy products. As meat is in higher demand, more arable landscapes are being converted into pastures for animals to graze. By doing so, we are gradually degrading our natural land in a way that prohibits anything natural from growing on it. *↳ higher demand for a meat but also most wasted food. @*

These statistics show that we are over-stressing land for food production and if we are not mindful in the future, the ability to yield will diminish overtime as we gradually degrade the land. Not only are we disrupting our beautiful, natural landscapes, but we are also harming the biodiversity present in nature, as converting arable land into pastures will cause a loss of habitat for animals and could also severely disrupt food chains in the ecosystem. *↳ dangerous situation*

4. Harm to Biodiversity *Problem 3 & 4 sounds like problem of capitalism ↳ commerce/business or farmer*

Biodiversity simply refers to the different species and organisms that make up an environment's ecosystem.

Agriculture in general causes harm to our biodiversity. Mono-cropping and converting our wild lands into pastures and suitable agricultural terrains is a common practice where there is an increase in demand for the production of livestock.

Deforestation and conversion of our natural lands into non-arable land destroys the natural flora and fauna present, and in some cases, to the point of their extinction.

Marine life has also been recorded decreasing in population, with the large quantities of fish being caught causing the decimation of our marine ecosystems. The average annual increase in global fish consumption is reportedly outpacing population growth, yet at the same time, places like Europe are discarding 40-60% of fish because they do not meet supermarket quality standards. As the world continues to overexploit and depleting fish stocks, we are creating a severe disruption to the marine ecosystems and food chains, as well as threatening aquatic food security.

You might also like: The Remarkable Benefits of Biodiversity

What's Next?

As with every other current issue posed against the environment, a global effort needs to be achieved in order to tackle the problem of food waste. Farmers, individual consumers, commercial businesses, governments, NGOs and the private sector all need to play their part and work together to fight this issue.

→ that can make some awareness of food waste
 * could be one of solution
 Consumer re-education has to be broadened, investment into waste treatment infrastructure needs to be made, food collection methods in line with redistribution have to be discussed, waste diversion systems need to be created for the commercial and retail sector, and further research as to the best ways to recycle and reuse the food waste that cannot be consumed have to be carried out.
 ↳ maybe can use to animals' food(?)

Jose Graziano da Silva, director-general of the FAO gave suggestions on ways in which we could tackle this global problem. Changes need to be brought to every stage of the food production process.

More research and effort into developing food harvesting techniques, storing processes and redistribution processes are needed to be invested in. Steps need to be taken to ensure that food waste from oversupplying should be redistributed and diverted to people who need it the most.

You might also like: Solutions for Food Waste

Consumers and suppliers lower down the production chain need to take action and education. Consumers need to be encouraged to budget their meals as well as to ensure their meal plans are suitable to their eating habits. Suppliers need to loosen their restrictions on food aesthetics and think up ways in which they can sell the products that can be consumed yet would have been rejected simply due to aesthetic appeal. In 2016, France passed a law that now ensures that supermarkets can no longer throw away their unsold food. They are required to donate it to food banks instead.

Food that is unfit for human consumption needs to be recycled. It can be used for feeding livestock in the food production process, or even used as home compost in the home of consumers.

The one change experts say would stop food waste

Food waste is a global issue that contributes significantly to climate change. Is there anything we can do to help tackle this at home, or is the food we throw away destined to be wasted because of our flawed food system?



It's estimated that the UK throws away **9.5 million tonnes** of food every year. And we're not just talking off-cuts or inedible parts like roots or bones, either. In fact, **70%** of what we put in the bin is perfectly edible food that was always intended for consumption.

That's a lot of waste. Not only is this hard to swallow when **4.7 million people in the UK alone** experienced issues accessing or affording food in 2021 and 2022, but it also has an impact on the environment. That's because food rotting in landfill produces a greenhouse gas and accounts for a significant proportion of the harmful emissions we produce on earth.

In the UK, **more than half of food waste happens in the home**. There's plenty of advice out there on **how we can individually reduce our waste**, but while that could no doubt have a positive impact on everything from our grocery bills to climate change, do we actually need larger shifts in the way we produce and distribute food to improve things more dramatically?

We spoke to industry experts and asked them what they thought would really help. For many, it came down to a wider, more systemic change: namely, creating a 'circular economy'. But what does that mean, how could we achieve it and why isn't it being done already?

What comes around goes around

"A linear take-make-use-discard model" is how Rosa Rolfe from the Food and Agriculture Organisation of the United Nations describes our current food system.

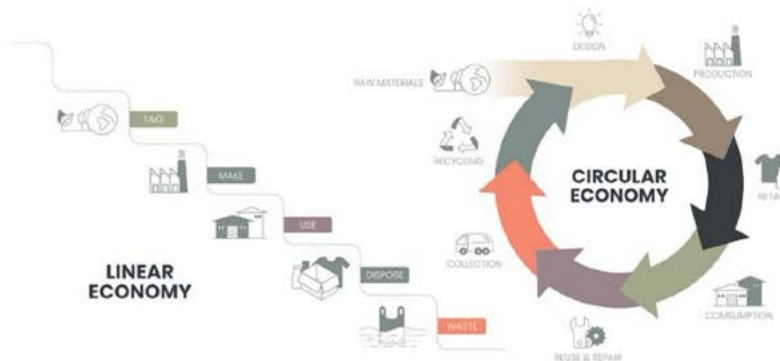
This is very different to a circular economy, where waste prevention would be at the forefront of the production, packaging and distribution processes, as well as the consumption.

For instance, a food producer could use **regenerative farming** – a practice which generally involves traditional methods, including minimal or no use of chemicals such as fertilisers, herbicides and pesticides (although it has no legal or precise definition). Then, the food would be packaged either loose or using materials that are easily recyclable or re-usable and sold as locally as possible to cut down on carbon emissions. Any food that wasn't sold could either be distributed to those in need or go back into the ground ("composting food scraps enhances the nutrient content of the soil, benefitting soil health and plant growth," says Rolfe), which will see it avoiding landfill altogether.

positive sense of food go back into ground

→ Positive System
→ could one of solution of the project (thinkabware)

THE DIFFERENCE BETWEEN LINEAR AND CIRCULAR ECONOMY



"There are many issues with the current system," says Rolfe. "Everything from the fertilizer through to the food we dispose of at home emits methane – a potent greenhouse gas."

"Secondly, we need to reduce food loss and waste to avert food insecurity and hunger. Across the globe, 828 million people suffer from hunger today, while 3.1 billion people cannot afford a healthy diet and a further 2.3 billion people were moderately or severely food insecure in 2021."

social issue of food waste

"Shifting to circular approaches keeps food waste out of landfills, thereby reducing greenhouse gas emissions and delivering economic gains through the upcycling of by-products and maximising the use of food such as ugly fruits." That's all while addressing food security and improving nutrition, too"

one of solution

So how could this work in practice? Let's look at what the experts say the fundamental elements of a circular food system are and how each could tackle food waste in a meaningful way.

1. 1.3 billion tonnes of food are wasted globally each year

The staggering amount of food wasted could feed approximately 3 billion people. To put this in perspective, that's nearly enough food to nourish the entire global population, emphasizing a shocking contrast between abundance and hunger.

→ Still many people are in hunger but also lots of people just waste the food.



2. In the UK, up to 40% of food never gets eaten

A large portion of our food supply is being discarded instead of consumed. Instead of ending up in landfills, much of this food could be redirected to those in need, providing essential nutrition and support to communities experiencing food insecurity.

→ Existing solution: Foodbank

3. Households are responsible for over 60% of food waste

This also shows that we all have the power to make a difference at home. By becoming more mindful of our food purchases, meal planning, and proper storage, we can dramatically cut down on food waste while improving our sustainability practices.



4. If food waste were a country, it would rank as the third-largest emitter of greenhouse gases

The environmental impact of food waste is equally alarming. Reducing food waste can significantly lower our overall carbon footprint, helping combat climate change and its devastating effects.

5. One-third of all fruits and vegetables never make it to store shelves

Many food items are wasted simply because they don't meet strict cosmetic standards, which focus on appearance rather than taste or nutritional value. This waste isn't just about discarded food—it also represents wasted resources like labor, transportation, and water that went into producing these fruits and vegetables.

→ Customer want pretty fruits/vegetables. (?)
for that one, need some solution like for these kind of food, selling lower price?
Cosmetic standard vs. taste/nutritional value



6. Food waste costs the UK around £19 billion every year

This immense financial loss impacts not only families and businesses but the entire economy. It reflects the cost of producing food and the significant resources, such as energy and water, that are wasted along with it, creating a costly cycle of waste for everyone involved.

Financial problem



7. Expired labels confuse consumers

Furthermore, many individuals mistakenly discard perfectly edible food due to misconceptions around "best before" and "use by" dates. By educating ourselves about these labels, we can reduce unnecessary waste and begin assessing food quality based on smell and appearance rather than relying solely on dates.

→ need to get proper standard for these problem.



8. Uneaten food accounts for 25% of all fresh water used globally

Additionally, the environmental toll of food waste is staggering, especially in terms of water consumption. Reducing food waste helps conserve significant amounts of fresh water, which is critical for both human consumption and maintaining healthy ecosystems worldwide.

→ save the resources (environment)



9. Bread is the most wasted food item in the UK.

Each day, more than 20 million slices of bread are thrown away, showcasing how easily staple items contribute to food waste, often due to poor planning or improper storage. By repurposing stale bread or freezing it, we can significantly cut down on this waste.

→ that could be bc of the price as well.
normally, UK's bread is quite cheap. So, people doesn't need to get risk of money and it cause poor planning.



10. Redistribution organizations, like City Harvest, make a substantial difference

On a brighter note, community-driven initiatives rescue enough food to provide over 1.5 million meals every month. These efforts show the powerful impact of redistributing surplus food, ensuring that it feeds people instead of ending up in landfills. This not only supports hunger relief but also promotes waste reduction and a more sustainable food system.



- **Plan ahead and buy only what you need.** Going to the store without a plan or on an empty stomach can lead to buying more than we need. To keep your kitchen on track, try to eat leftovers, think of meals you might eat out, and avoid unnecessary purchases by planning your grocery list ahead of time. → Make List for shopping.
- **Use your freezer.** While there are plenty of benefits to eating fresh food, frozen foods can be just as nutritious. They also stay edible for much longer. A lot of seafood, for example, is frozen before it reaches your supermarket and then thawed and put on display. That means it will only stay fresh for a few days. By buying frozen seafood, you can extend the shelf life of the product considerably. Cooking and freezing food—especially produce—before it goes bad is a great way to avoid having to toss it.
- **Be creative with leftovers.** Before you shop, use the food you already have. Websites like Big Oven, Supercook, and MyFridgeFood allow you to search for recipes based on ingredients already in your kitchen. You can also use apps like Epicurious and Allrecipes to make the most of what's in your fridge and pantry.
- **Blend, bake, or boil.** Fruits and vegetables that are beyond ripe may not look pretty, but that doesn't mean they can't still taste delicious in recipes. Try using your wilting, browning, or imperfect produce to make sweet smoothies, bread, jams, sauces, or soup stocks. Ugly fruits and vegetables may ugly but they have still nice taste & ingredients
- **Talk it up.** Preventing food waste is the most effective way to shrink its impact on the planet. If we avoid producing food that we don't eat, we can save the land, water, and energy that would have been used to make it. And awareness is a good first step; according to ReFED, educating consumers about food waste could prevent 7.41 million tons of greenhouse gas emissions.

→ that is my main purpose

6 Key Facts to Help Consumers Make More Conscious Choices

Most foods are [labelled in supermarkets and retailers](#), and understanding what these labels mean can help you organise your food shopping.

1. “Sell by” date

This is the date the retailer should display the product until withdrawing it from the shelves. This date does not indicate that the food has spoiled, but merely specifies the day that it will be past its best quality. The food is still safe to consume.

2. “Best if used by (or before)” date

This date is for sellers and indicates when the food will be at its best quality to eat. It does not mean the food is inedible after this date, but merely informs the customer of when the best time to consume the food will be for its flavour and freshness etc.

3. “Guaranteed fresh” date

This date refers to the date when the item is at its optimal freshness. This is usually used for bakery items.

4. “Pack date”

This is usually the date on canned or packaged food. This date tells us when the product was packed. It does not indicate when it needs to be consumed by.

5. “Use By” date

This is the last date that the manufacturer guarantees the product to be at its maximum quality.

6. “Expires on” date

This date refers to the date that it is recommended that the product should be consumed by. If you decide to eat the food after the date, it is at your own risk.

Overall, knowing the meaning of these dates is useful. However, it should be noted that some manufacturers might not put them on their products. For example, if you go to a meat market or a fish market, you may receive products in an ordinary bag, without a label.

Here is a [basic guide](#) for when food is safe to eat:

- Milk – usually safe after one week after selling
- Eggs – often fine from three – five weeks from the date of purchase
- Poultry and seafood – cook or freeze within one or two days after purchase
- Beef or pork – cook or freeze within three-five days
- Canned goods – five-18 months, depending on the acidity of the product

What I Learnt

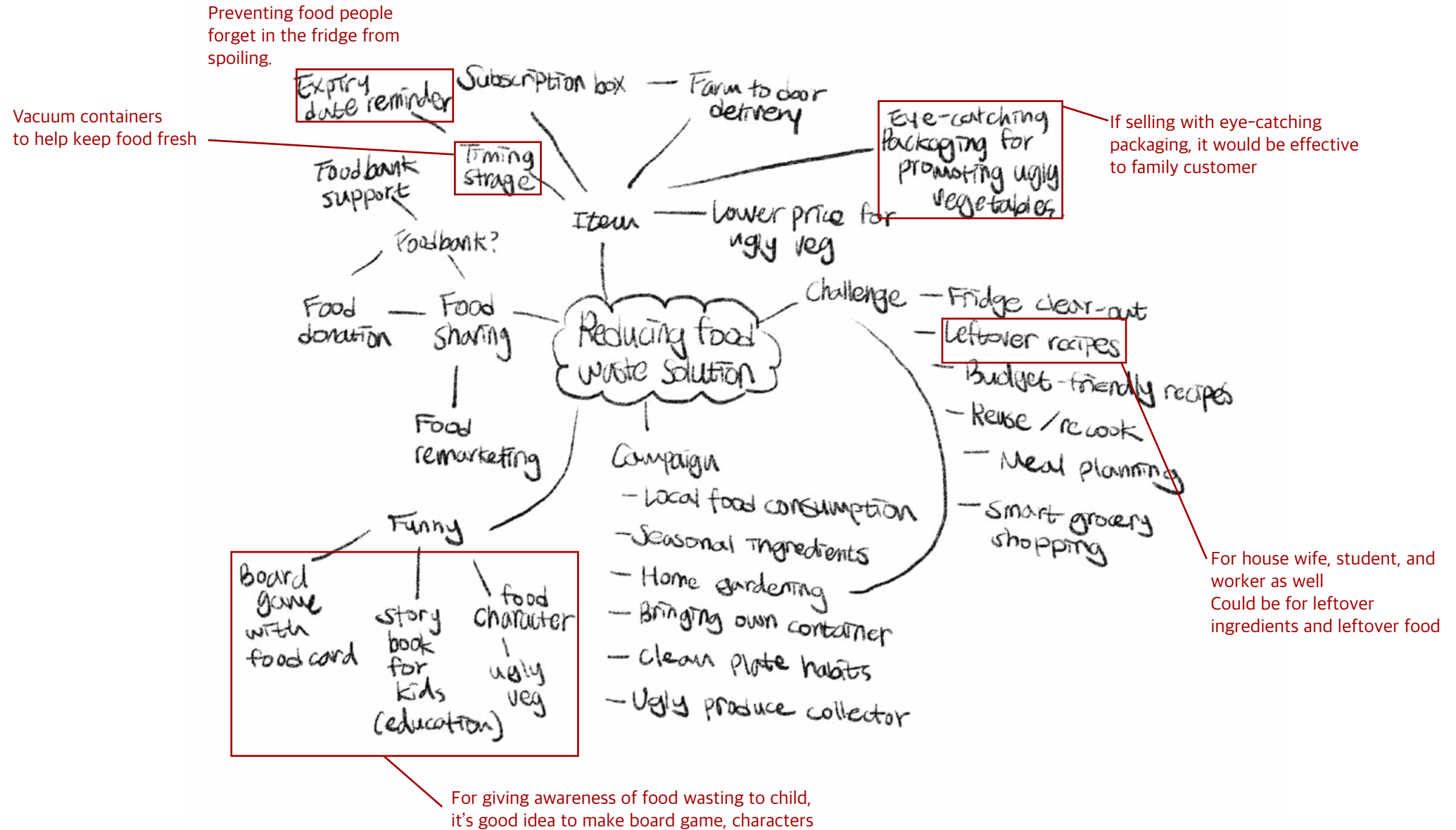
Through this research, I was able to realize how much food and resources are being wasted. I could understand why wasting food is a problem. In a broad sense, there are environmental, economic, and social problems. Also, I learned in detail about the process in which food is wasted. Wasting occurs in every process from the production process to the distribution, and the process of selling and consuming.

This research also gave me ideas on how to solve this problem, such as providing recipes for leftover food, food banks, and date-keeping for food status.

What's Next?

Now that I know why we shouldn't waste food and what problems it causes, I need to take a look at what existing examples exist to address this problem.

Idea Sketch for Solution of Food Waste



Existing Solution for Reducing the Food Waste

Figure. 2 Too Good To go (2024)



Too Good To Go

Too Good To Go is certified B Corp social impact company, fighting Food Waste together since 2016. The goals of Too Good To Go are to save delicious food from going to waste, generate extra cash for the business, enable customers to enjoy great food at a fair price, and support partners and staff in their efforts to preserve the environment (Too Good To Go, 2024).

Figure. 3 Bee's Wrap (n.d.)



Bee's Wrap

Bee's Wrap is a B Corp certified company that creates reusable beeswax food wrappers made from organic cotton blended with vegetable oils, beeswax, and tree resin to reduce our reliance on single-use plastics. They explore their environmental impact and continually strive to improve their contribution to people and the planet (Bee's Wrap, n.d.).

Figure. 4 Foodbank (2024)



Foodbank

Food banks are operated by local communities and provide emergency food and practical assistance to people who do not have enough money to survive. In addition to food assistance, they also provide emotional support through free phone calls with financial assistance counsellors and citizen advisors (Foodbank, 2024).

Figure. 5 Samsung Smart Refrigerator (n.d.)



Smart Refrigerator

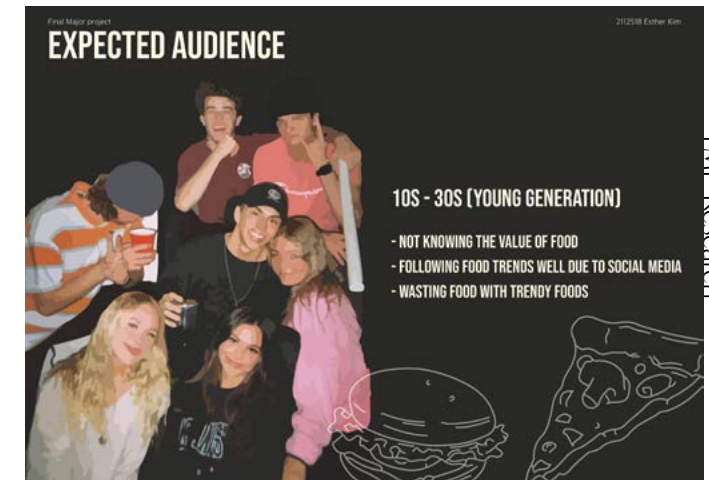
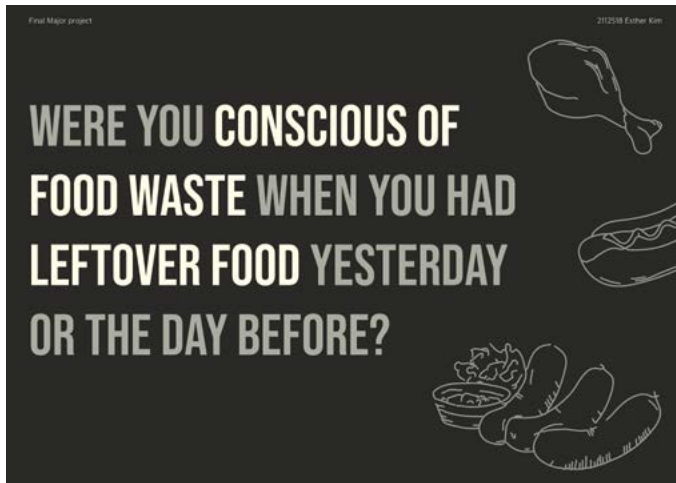
If customer install the app on their phone, it will tell them everything about their refrigerator and allow them to customize it. Also, SmartThings Cooking (app) allows people to check what food is in their refrigerator and when it will expire. It also recommends recipes for what you can make with the ingredients you have. With this product, we can effectively buy, manage, and prepare food (Samsung, n.d.).

Framing My Challenge

Step 1	What is the problem you're trying to solve? Due to the modern trend, people are wasting food without any awareness of its value and importance.
Step 2	Take a stab at framing this problem as a challenge Start with "How might we..." How might we make people aware that they are wasting food when they throw it away? Should we start with the waste solution from the production side? How might we make it always conscious without making it too burdensome? Can we change the perception immediately?
Step 3	Now state the key outcome you're trying to achieve I will create eco-friendly vegetable packaging that visually or tactilely indicates the condition of the ingredients. I will also use books and board games educationally to help young children understand and be aware of food (especially vegetables) waste.
Step 4	Write down important aspects of the context or constraints that you need to consider These could be shifts that we need to see in the ecosystem around the user, or factors that are technological, geographic or time-based. Lack of accessibility to existing solutions (products), technology for packaging that can be visually or tactilely identified as eco-friendly, the direction of food (ingredients) companies and capitalism, the perception of people who always pursue only flawless and pretty-looking vegetables, already established maximalism, trends and the flow of the times.
Step 5	What are some possible solutions to your design question? Think big and broad. (We will be doing more on this later). Changing perceptions of ugly vegetables through branding, Instilling awareness of food (vegetable) waste in children through books and board games, QR code or packaging that suggests solutions on how to use leftover vegetables
Step 6	Does your original challenge need a tweak? Try it again. I need to plan my branding within a criterion that is not too burdensome and build a system in a pleasant and positive suggestion format rather than one of coercion and demand.

Pecha Kucha Presentation





Self Reflection for Research

By researching existing activities and products, I was able to clearly see where my design should go. There are already many products that aim to reduce food waste, so I think I can approach it in a variety of ways. Also, I need to think about what new things I could add.

Feedback from Pecha Kucha

- Since college students don't have money, they seem to only buy what they absolutely need. How can I persuade them?
- Since the parents live with teenagers and do grocery shopping, I need to find out about their home food consumption.
- How does food waste occur by generation, situation, and city/region?
- How can I solve environmental problems related to cars used to go to the supermarket?
- What campaigns are being conducted?

After the presentation, I was able to look at this issue from a wider range of perspectives and researched questions and suggestions. Also, I thought it would be nice to set a specific target audience for my topic and come up with a solution.

PERSONAS



Name: James Age: 8

He is picky and hates vegetables. Left food everyday but has NO awareness of food waste.

Communication: Access to book, board game/online game with friends, has impact from his parents, accept and understand culture, habit rapidly.



Name: Alice Age: 12

She likes food and no picky. She would like to learn cooking and sometimes practices with her mom. **Communication:** Quick to learn and accept information, and culture, so using social media and get impact from her parents.



Best case User

Name: Ann Age: 35

She has 3 children and goes shopping once a week. She has no idea about which food is in the fridge, cleaning fridge every other month but throw away every food that she can't remember, has NO awareness of wasting food. **Communication:** Social media, bill board and market poster, product packaging.

The target audience was not set to one specific group at first, but rather to be diverse. This is because giving awareness about food waste can be applied to everyone.

However, later, the target audience will probably be narrowed down to a generation or a specific group. Because I think having a specific target audience can lead the design and solution in the right direction.



Name: Daniel Age: 21

He is university student and having delivery or cafeteria food for every lunch. He mostly leaves his food and never take it. He has NO awareness of food waste.

Communication: Social media, digital receipt, food packaging, bill board and, market poster.



Worst case User

Name: Blair Age: 55

She takes food only as much as she can eat and doesn't leave food. She HAS awareness of food waste but doesn't like ugly vegetable; likes clean and pretty-looking vegetable. She have enough money for buying perfect condition of food.

Communication: Bill board, market poster, video, leaflet, packaging (physical stuff).

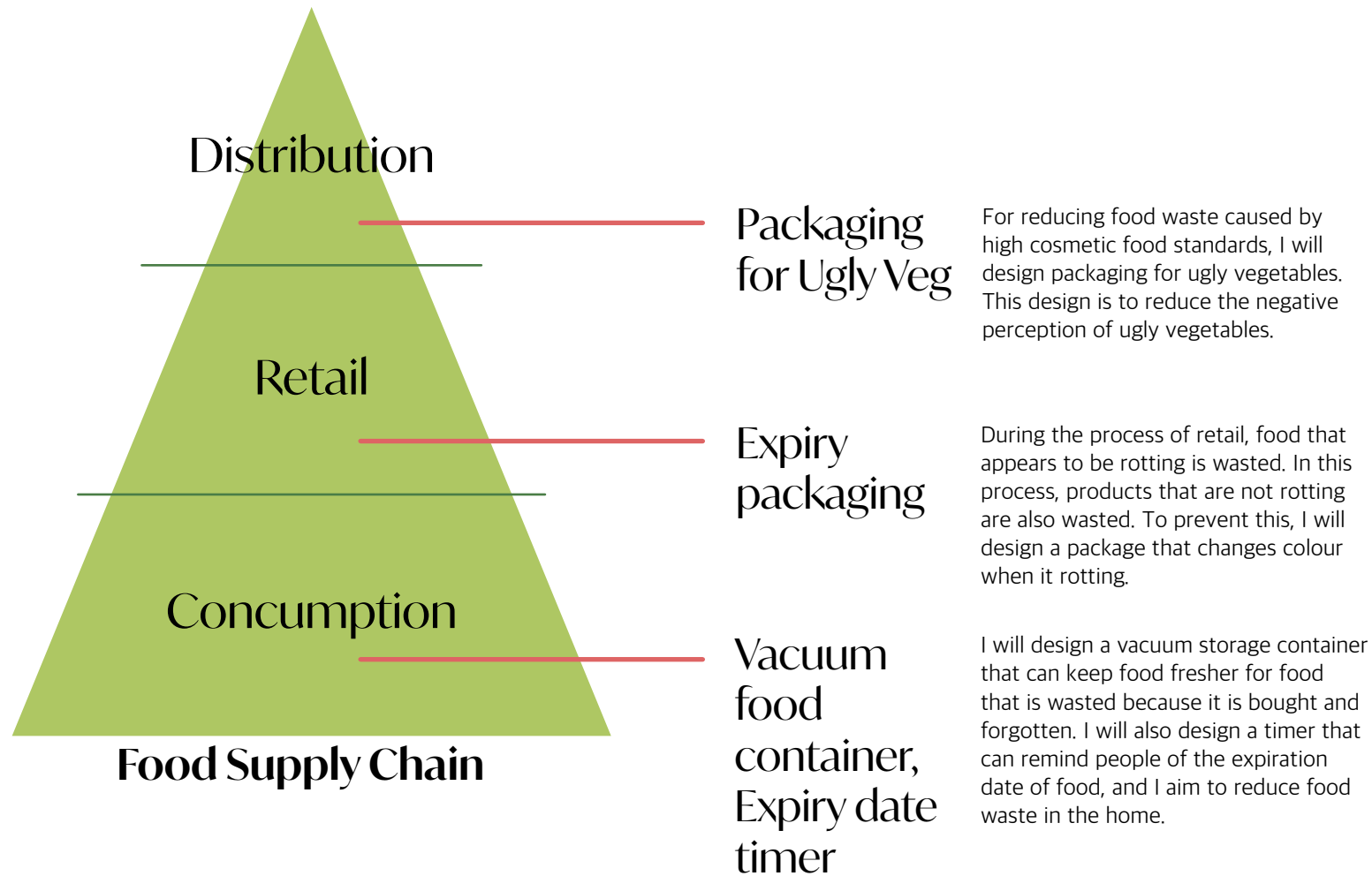


Name: Noah Age: 70

He only buys canned food/vegetable because he can't control the timing of vegetable. He lives alone so he doesn't concern for other but sometimes desires fresh vegetables.

Communication: Bill board, market poster, leaflet, packaging (physical stuff).

Concept



Overall Mood of Design

I want to have a playful and fun brand identity that is cheerful and unique. I thought this would be a way to change to a brighter atmosphere rather than approaching it with an overly heavy atmosphere and putting pressure on it. I will also design the colours and fonts to give it a fresh, natural feel and a lively feeling.

Character Design

Since I am using ugly vegetables as a medium, I will design a character that will represent them in a bright atmosphere. This design will be used on the timer and packaging to give the brand a sense of unity. I also think it will be useful in branding strategies and marketing strategies.

Tutorial with Antony

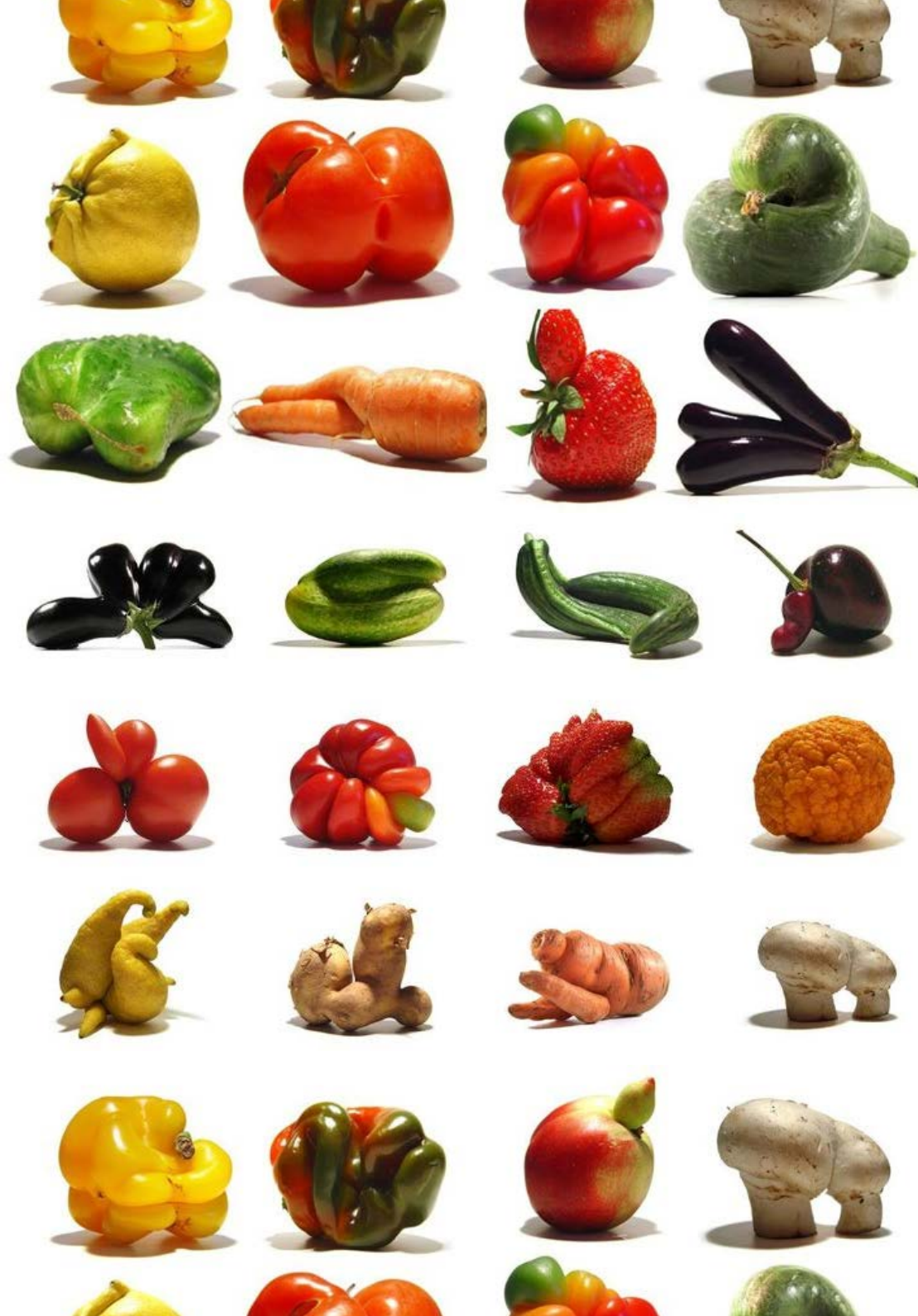
My initial concept was to make people aware of the waste of all foods. However, when I talked with Anthony, I realized that the scope was too big. I thought I should narrow it down to one category, and I chose vegetables, which are one of the most wasted foods.



Visual Inspiration

I looked for ugly vegetables to make a package for it. There were so many vegetables with more diverse and bumpy shapes than I thought. So, I thought I could design with more diverse shapes. Also, for next step, since I knew that vegetables have a common shape but also can be any shape, I think I can deviate quite a lot from the common shape when sketching them.

Figure. 6-8 *Ugly Vegetables* (n.d.)



Package

As shown in Figures 6 and 7, I found a design that was fun and eye-catching. The design was cute and unique because it contained the shape of vegetables. I thought the package fit my design concept well. In particular, I found it interesting that there were holes in the package to show the vegetables inside.

Character

I don't know yet which character format to choose, but I think both 2D and 3D characters are fine. Figure 8 has a slightly analog feel, but it seems like it could personify an ugly vegetable. Figure 9 seems like a clean and modern character. The shape of veg doesn't look good, but I think it's a design that feels fresh, so it's a good example for coming up with ideas.

Timer

I thought the format of the timer could be similar to Breda's timer (Figure 10). The user can specify the time they want to specify, and it automatically shows the passage of time. I thought this format would be useful when designing a timer.

Container

Figure 11 is a storage container with a vacuum form. It made me think about how to design the package while maintaining this shape. I thought about changing the shape, but it would be better to maintain the shape for the size that fits in the refrigerator and for efficient placement.



Figure. 9 Package Inspo (n.d.)



Figure. 11 Character Inspo (n.d.)



Figure. 12 Character Inspo (n.d.)



Figure. 10 Package Inspo (n.d.)



Figure. 13 Timer Inspo (n.d.)



Figure. 14 Timer Inspo (n.d.)


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LOVE FOOD HATE WASTE

Helping more people to waste less food

In this section: [Love Food Hate Waste Campaigns](#)

Love Food Hate Waste is a national brand which runs campaigns aimed at radically reducing the amount of food which is wasted in UK homes.

Currently, 60% of the food that is wasted in the UK is wasted by citizens in their own homes. That's 4.2 million tonnes of food being thrown away every year that could have been eaten!

At Love Food Hate Waste, we unite, educate, and inspire citizens to keep food out of the bin and on their plates.

Underpinned by robust research, we work with strategic partners to build and deliver insightful campaigns, taking our message directly to citizens. We believe in challenging attitudes, behaviours and mindsets to ensure citizens know the value of food, buying what they need, eating what they buy, and storing their food to make it last longer.

We are the people who love food, and do all we can to stop it going to waste.

Explaining information with statistics for letting people know what/why it is problem who are we worried about

Food Waste Action Week

Love Food Hate Waste's annual campaign bringing businesses, government organisations and global partners together to support and encourage citizens to cut food waste in their homes.

More about Food Waste Action Week

A global movement

Love Food Hate Waste works internationally with partners around the world, supporting their food waste prevention policies by sharing our research, messaging, and campaign work.

More about our work internationally

ASSETS TO HELP YOU WORK WITH LOVE FOOD HATE WASTE

We offer a range of assets that are free to use, simply download and help us to reduce food waste.

LOVE FOOD HATE WASTE

Love Food Hate Waste toolkit

LOVE FOOD hate waste

Brand Guidelines

LOVE FOOD hate waste

Proud to support LFHW logo

LOVE FOOD hate waste

Keep Crushing It

LOVE FOOD HATE WASTE

17TH - 23RD MARCH 2025

BUY FOOD. MAKE IT. USE IT.

LOVE FOOD HATE WASTE

17TH - 23RD MARCH 2025

BUY FOOD. MAKE IT. USE IT.

LOVE FOOD HATE WASTE

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BUY FOOD. MAKE IT. USE IT.

LOVE FOOD HATE WASTE

17TH - 23RD MARCH 2025

BUY FOOD. MAKE IT. USE IT.

- Information about Campaign

Best possible solution
for reducing the food waste

Education/other
solution /

Introducing Campaign

Showing the Persuasive Reason with Research

Since 2021, Food Waste Action Week has been connecting businesses, government organisations and global partners to increase awareness amongst citizens about the devastating impact that food waste is having on the planet.

Food Waste Action Week 2025

This year, the UK's biggest annual food waste reduction campaign will run from **17 - 23 March 2025**, and our mission is simple - **we want to get more and more people across the UK talking about why buying loose fruit and vegetables is better.**

Why? Because our research shows that selling items loose (unpackaged), so that people can buy just the amount they need, is an effective way to reduce household food waste.


"If all apples, bananas and potatoes were sold loose, 60,000 tonnes of food waste could be saved every year."


[Pledge your support](#) [Download the assets](#)

GET INVOLVED!

The success of Food Waste Action Week is largely down to the amazing support we receive from our committed partners - retailers, manufacturers, governments, local authorities, NGOs and community organisations - all working together with us, with the aim of reducing household food waste.


Over the last two years our Food Waste Action Week sponsors have included the following organisations. This year we'd love to see even more partners getting involved - pledge your support today.













Introducing Campaign

Showing the
persuasive
reason with
research.

Showing organizing partners
→ Give people trust & encourage audience to participate this campaign

encourage people to join

- ## Participants this year
- | | |
|---|---|
| <ul style="list-style-type: none">• A.T. Blomrose & Son Ltd• AML Environmental Services Ltd• Abertaweibi Council• Abundant Rockers• Action Green Adventure Park• Air Products• Alo Park Design, LLC• Allot Stores UK Ltd• Anything Goes Lifestyle• Ards and North Down Borough Council• Avery Rental• B&B Green• B&B Green• Bath & North East Somerset Council• B&B Green• Bedford on Avon Town Council• Brighton & Hove Food Partner's• Brighton and Hove Organic Gardening Group• British Frozen Food Federation• Buckinghamshire Council• CAG Devon• Canford Cycles• Capital Students Save Mill• Cavanmore Coast and Green Borough Council• Changing Lives Together• Charneshaf City Council• Chrysler Save for Profit• Clear the King Shill Farms• City of Bradford Metropolitan District Council• City of Toronto• C-i-Op• Co-operative Group• Community Treasure Chest CIC• Congrave community kitchen• Cranfield University• Croxson climate action• Cusper Community Garden• Delta• Delta• Derby City Council• Derbyshire Dales District Council• Devon County Council• Ditchling Farmers• Devening Community School | <ul style="list-style-type: none">• L&B GB• Life skills• Liverpool BID Company• London Borough of Redbridge• Love Design Studio• Lunnery London• M Cowl Ltd• MAKE IT HAPPEN BIKENHEAD• Mason District Council• Merton Community Fridge• Merseyside Recycling and Waste Authority• Metro Vancouver Regional District• Meti Vival• Monkslands Climate Action• MyCycle• Nellian Care Homes• Newcastle under Lyme Borough Council• Newton Pedman Climate Care• Newton Food Surplus• NIG• Norfolk County Council - Food Savvy Norfolk• North Somerset council• North Yorkshire Council• Nourish MI• D&A Elm• Oxoide Retail Ltd• Oxoide• ODS• Office of Circular Economy, Government• Othman 8th Form College• Our Lady of Greens• Park Primary School• Pendergast Borough Council• Penguin Random House UK• Peterborough City Council• Phoenix Rise Lifestyle• Portkirk City Council• Portsmouth Library• Primrose Forest School• Princess Linford• Redcliffe school |
|---|---|

20

Idea Sketch_Brand Identity

Concept

Using design to raise awareness to audiences about food waste and help reduce it.

The naming was designed to imply that the food that would otherwise be wasted could be reused and used as gifts, in line with the brand concept. So, I wanted a name that could imply this. 'Veggie Ribbon' was originally called 'Food Ribbon', but the design concept gradually leaned toward vegetables, so it was changed in the middle. 'Ribbon' implies a gift and can also be used as a pun on 'Re-born', so I thought it fit well with the brand identity.

Naming

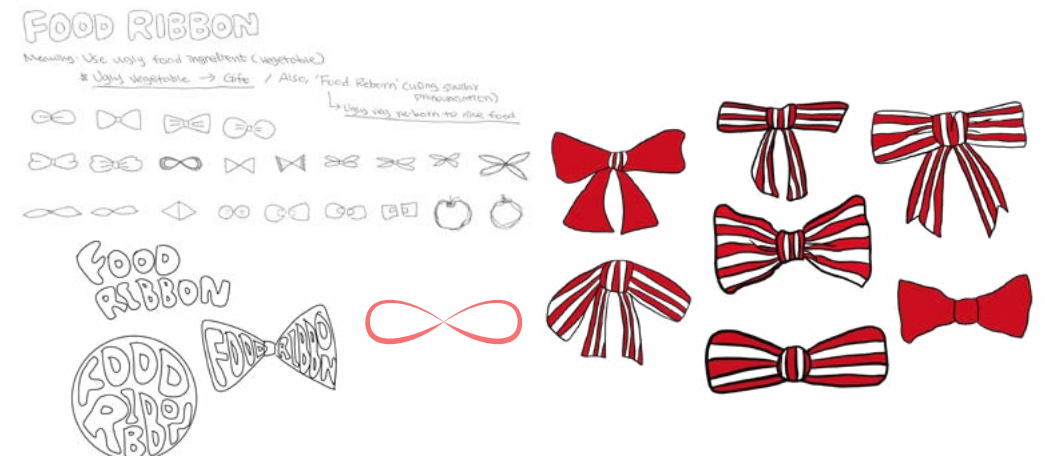
FOOD HUB
BEFRESH
★ FOOD RIBBON
★ FOOD REBORN
FODI
BAN WASTE
F.R
★ REFRESH
ECOBITE
WASTENOT
FOOD REVIVE
SUSTAIN EATS
WASTE AWAY
BE
RE EAT
★ REAT
RE COOK
RE FOOD
NO WASTE

Colour Palette



I wanted a colour that would be playful, fresh, and have a strong impact as the brand colour. I also tried to find colours that can be seen in food ingredients. So, I chose colours that could give a fresh feeling and green that could create an environmentally friendly feeling.

Logo



Logo_Typography

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

Second

**VEGGIE
RIBBON**

Favourite

**VEGGIE
RIBBON**

The shape of this letter goes best with vegetables. It is plump and slightly protruding.

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

*VEGGIE
RIBBON*

*VEGGIE
RIBBON*

**VEGGIE
RIBBON**

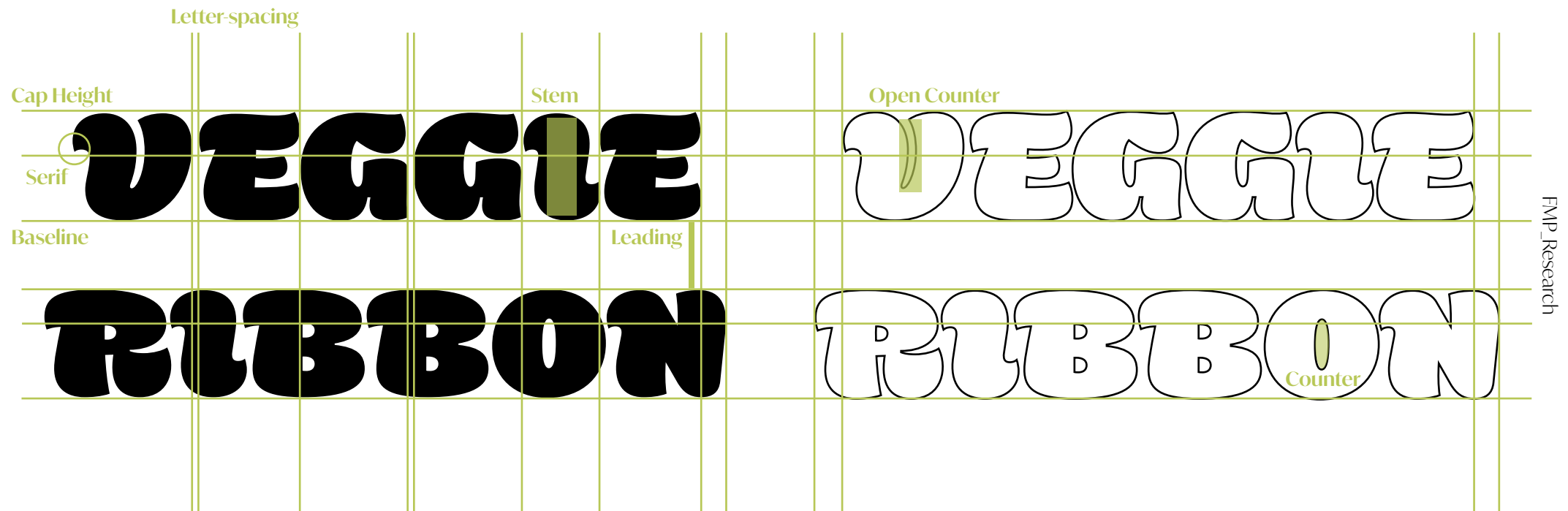
**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

After experimenting with logotypes with the brand name, I found that serif type worked better than sans-serif type. I felt it was more fun and trendy, and personally, bold type fit the brand identity better than thin one.



**VEGGIE
RIBBON**



Favourite



**VEGGIE
RIBBON**

Favourite



**VEGGIE
RIBBON**



**VEGGIE
RIBBON**

Favourite



**VEGGIE
RIBBON**

FMP_Research

**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

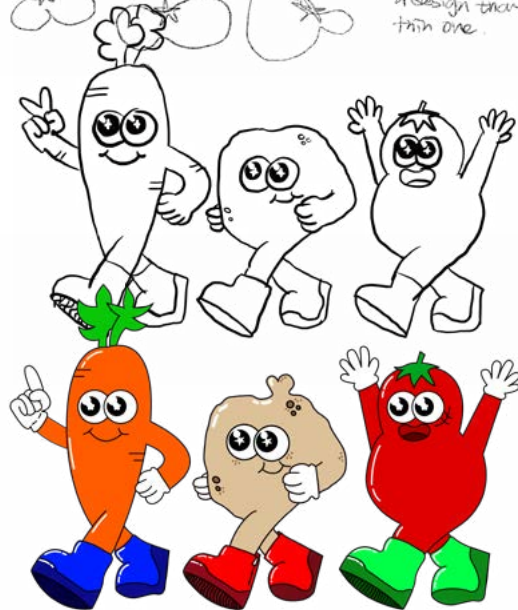
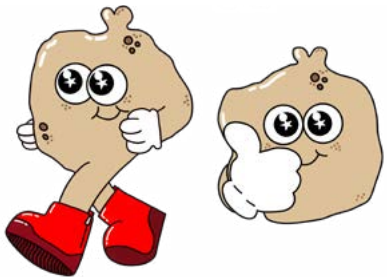
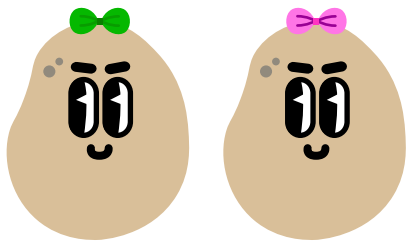
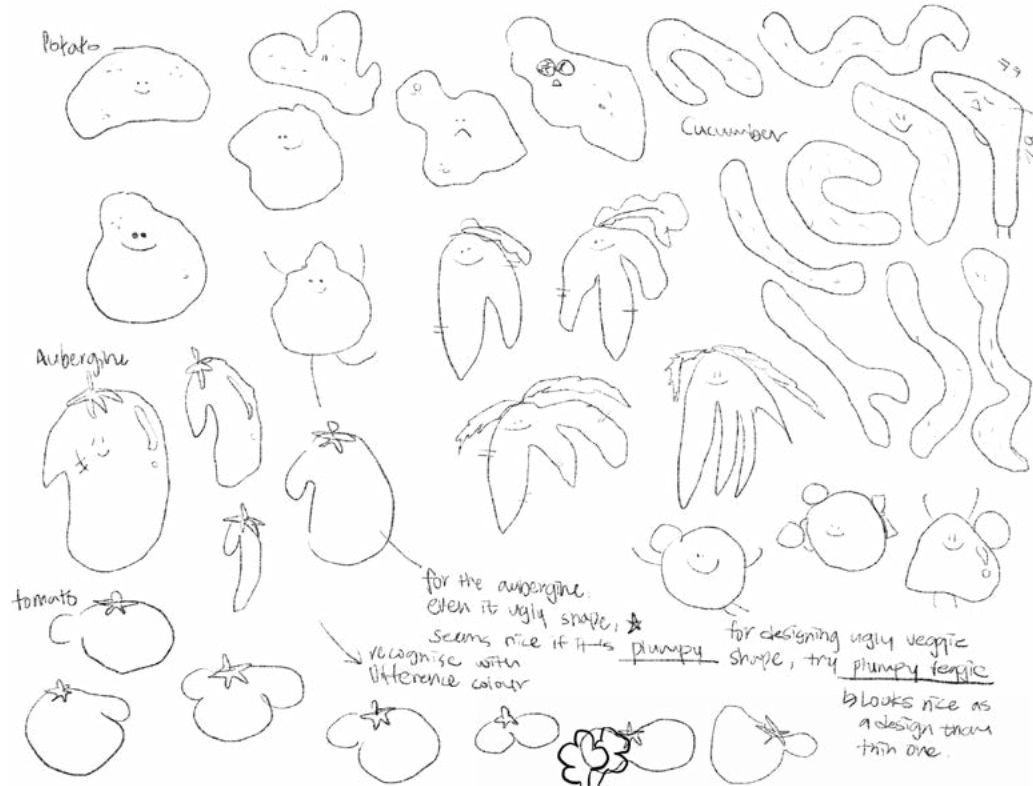
**VEGGIE
RIBBON**

**VEGGIE
RIBBON**

It was interesting to add typography
in the ribbon shape.

I experimented with using a ribbon logo to create a simple logo that utilizes typography. I felt that a logo that utilized a ribbon without the 'B' in the type would be the cleanest and have a clear identity.

Character Design



Package Design

colour usage
→ different colour for each veg package
ex) carrot → Green/ yellow based
potato → Pink based

★ Use the character for getting eye-catching from the customers.
→ Also for children giving interesting about it.

typography (text)
- Bold
- Cute vibe
- trendy
- eye-catching
- legible

Word

- choice for planet
- choice for environment
- Smart choice
- Ugly shape but best taste
- It's ugly but delicious
- Sorry for ugly? Not a chance
- Mum's choice
- I don't have best shape but I have best taste
- I have round but perfect inside
- Champion taste
- It's okay even it's not perfect
- Happy family, happy planet

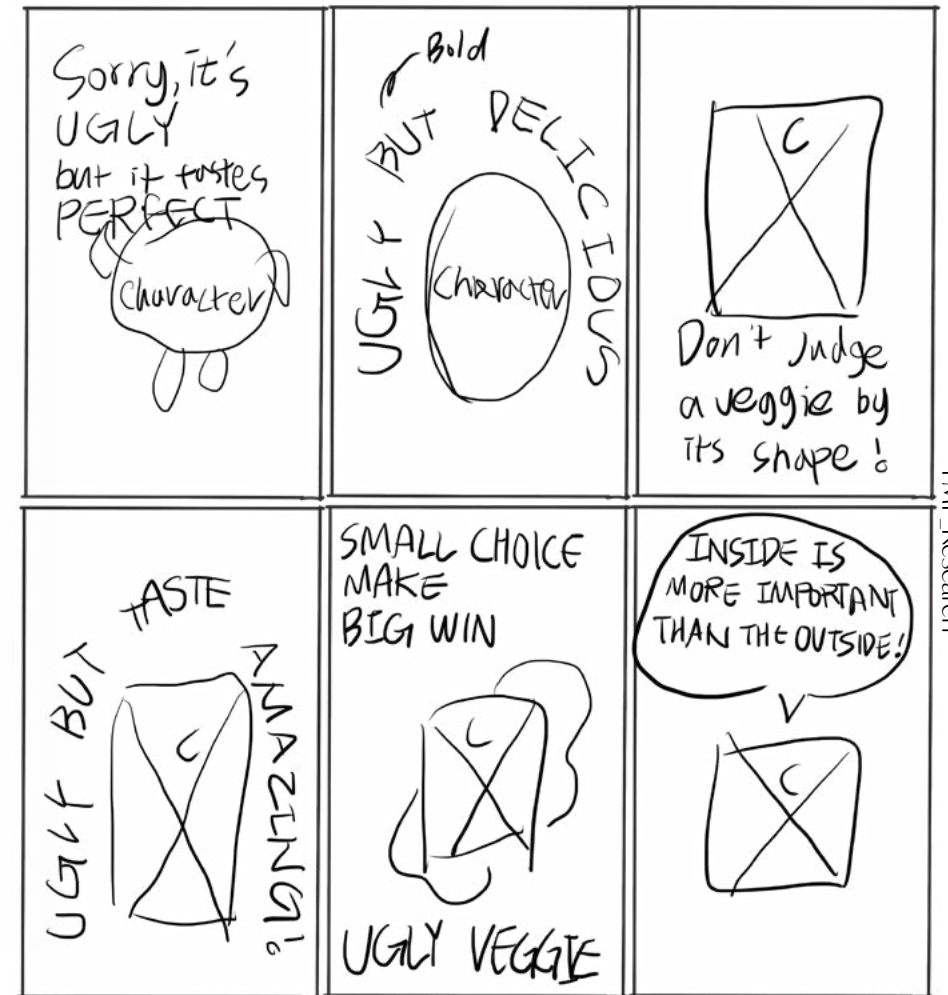
Ugl Veggie Package Design

Front

Back

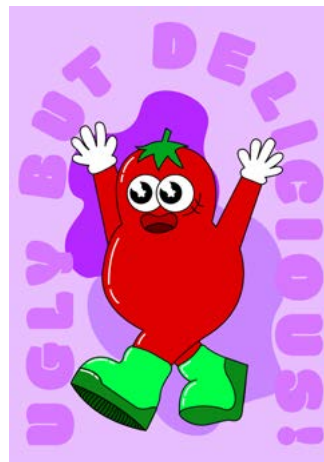
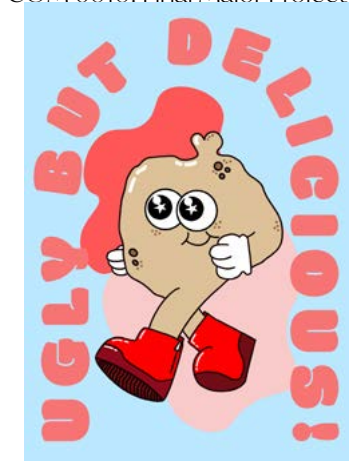
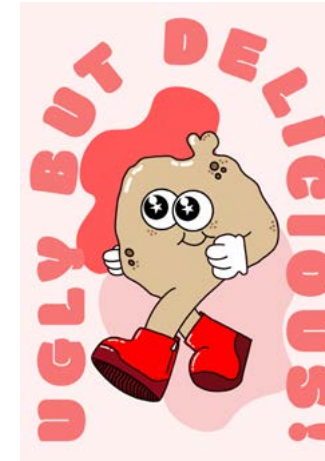
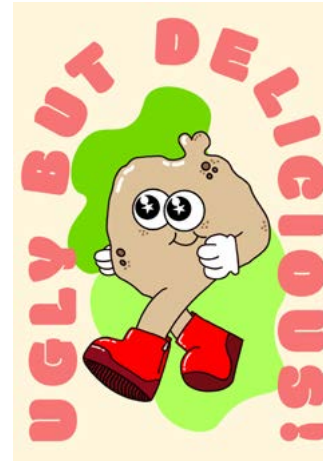
Character

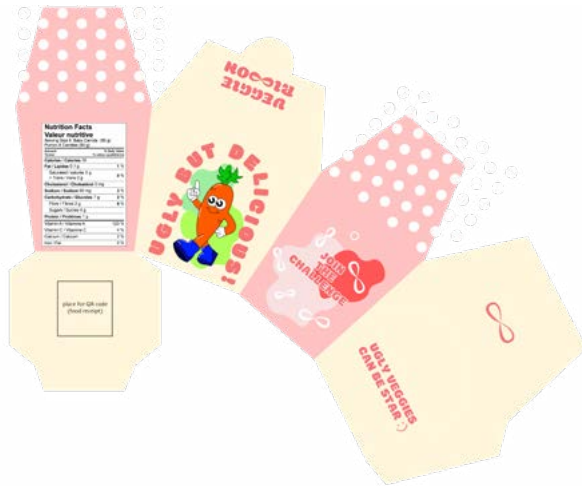
Ingredient facts



FMP Research

For the initial package design, I focused a lot on colour, front cover, text, and text design. Rather than the package itself, I focused on the cover, which is what customers will see first.





Developing Package Design

When I first mocked up the design, I thought that I shouldn't focus only on the cover. Also, if I only focused on the cover, I could only use few specific type of package.

So, I started designing the shape of the package step by step. Assuming that it would be sold in a market, I designed the cover, sides, back, top, and bottom in the shape of a box. I also made holes so that customers could see the condition and shape of the vegetables inside. I put the logo on the top so that people could know which brand it was, and on the front cover, I put the vegetable character that I designed before, and on the side, I put the ingredient facts and the ugly vegetable purchase challenge text to reduce vegetable waste. For the bottom side, I used a QR code with a recipe that can be used up with leftover vegetables, and I designed it to prevent vegetable waste.

Self Reflection

When I made the small prototype, I thought it might be inconvenient not to have a handle. Also, it felt more like a dessert package than I thought because of the colour usage, so I think I should change the colour of the package. In addition, I'm considering getting rid of the holes because I expect that vegetables might fall out of them.

Feedback from Peers _User Testing

I did a user test with my friends, and they understood the structure of the box well. I found them pick up the whole box. I thought the actual size of it going to be about 20-25cm, so I figured there was a problem here. Also, I could see them checking what was inside through the hole. One friend said the design was eye-catching and the package design was fun and pretty, so she would buy ugly vegetables. I also got recommendation putting an advertisement like a challenge on the box.



Developing Package Design

I created a new design package by accepting user testing, feedback, and self-reflection. First, I made a handle so that it could be easily carried at the supermarket. Then, inspired by the leaves of vegetables, I designed the shape of the handle to make the entire package look like a single vegetable.

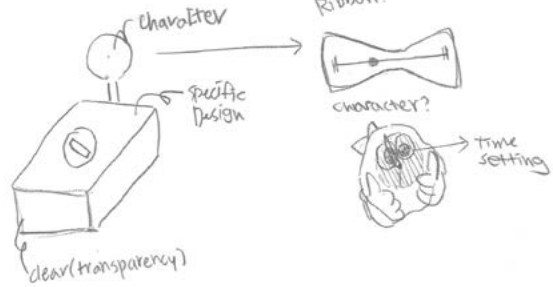
Secondly, I eliminated the holes to prevent the vegetables from accidentally falling. I chose the option that would be more in line with the purpose of reducing vegetable waste, even though customers cannot see inside.

I accepted feedback from friends and created a place to put advertisements. I made campaigns or festivals related to ugly vegetables and put them on the package like advertisements.

Finally, I put the QR code on the side, which was previously on the bottom of the package and customers could check or not, so that customers can check it clearly. In this way, the contents of the package became richer.

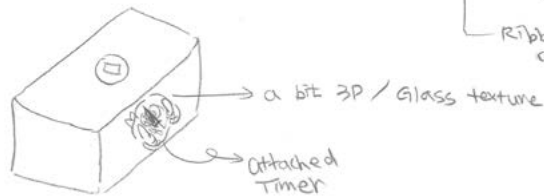
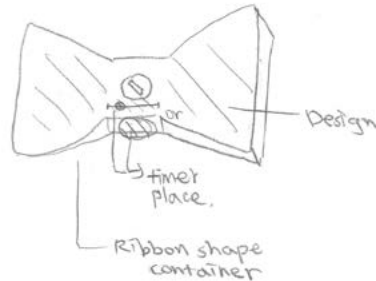
Timer and Vacuum Food Container Design

Timer Vacuum Container

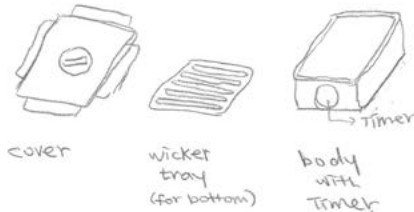


Package Slogan (word)

- Time to use
- small choice makes big win.
- small choice saves planet



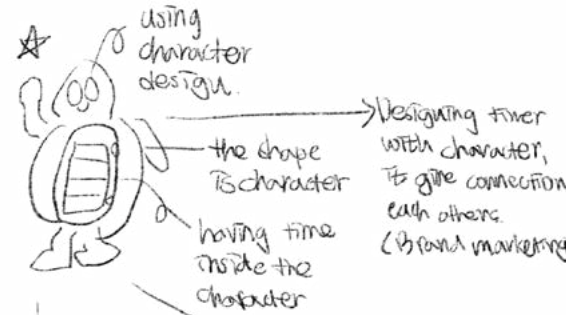
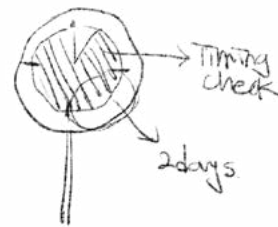
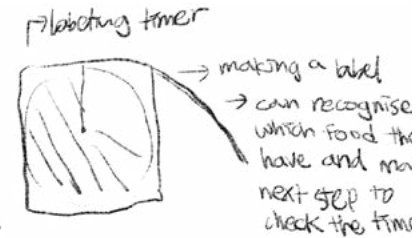
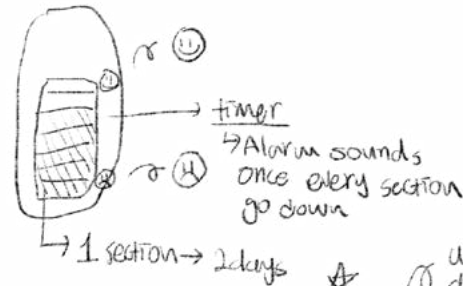
Contains:



Considering

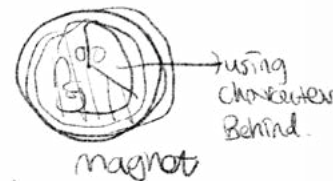
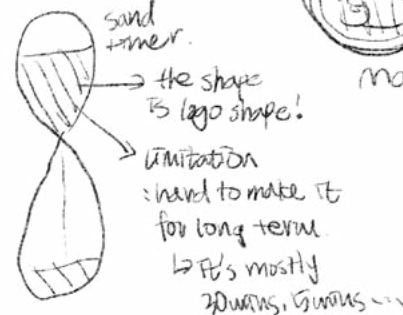
- Different size of container
- Space of fridge (efficiency)
- Tech problem (?)
- Different type of food features
→ Veggie

→ sometime leaf, cabbage, corn, potato, Garlic
→ sometimes it just can be normal food, not only veggie



Size: 10cm
Usage: magnet (fridge)

This is not only for veg
It can be used for even food. But perfect for veg which has short time for best before date.

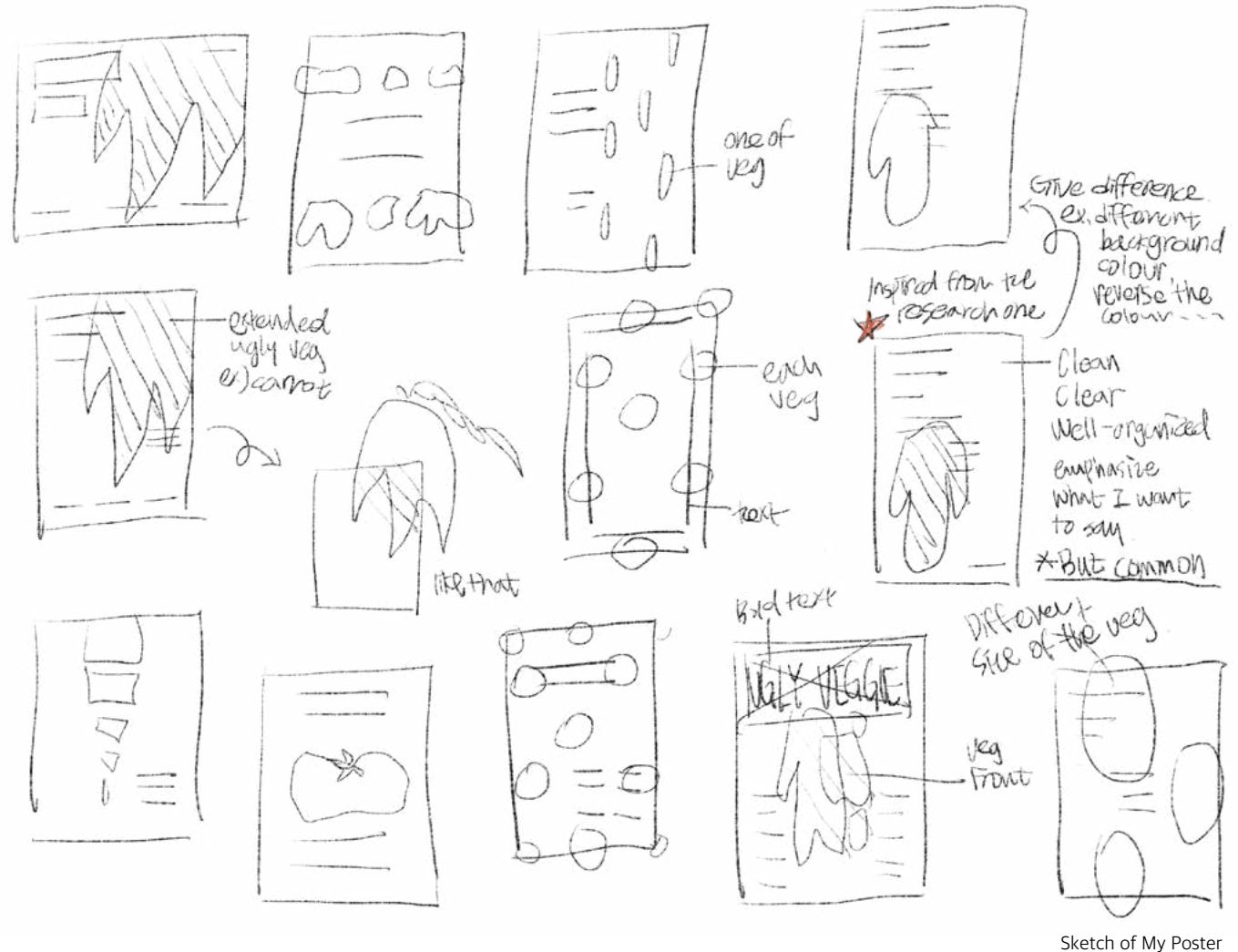


Poster Design

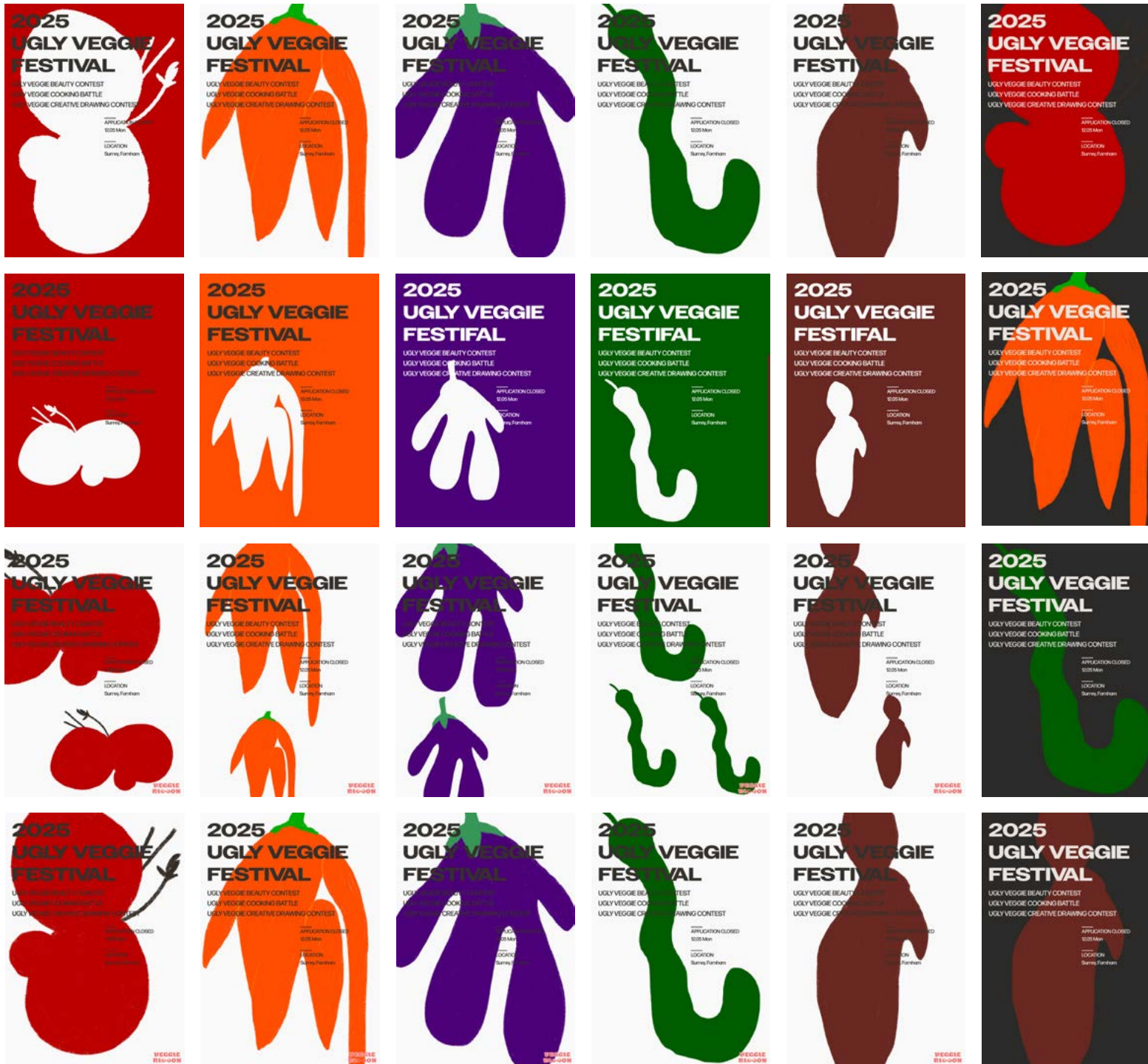


Figure. 15 Ugly Vegetable Poster Inspo (2015)

When designing the poster, I was able to refer to a good example (Figure 15). I thought that this poster, which utilized the image of ugly vegetables, was a modern design that conveyed the message accurately and strongly. So, I analyzed the layout and colours of the poster by referring to this poster. The poster seems harmonious by using the same colours as the vegetables, and they made it not boring by putting texts of various thicknesses and sizes in the empty space.



Sketch of My Poster



I experimented with various posters based on the sketch. I left the text layout as is and experimented with a layout that would focus on the vegetables. The purpose of my poster was to make the audience guess immediately that this is about ugly vegetables.

Self Reflection

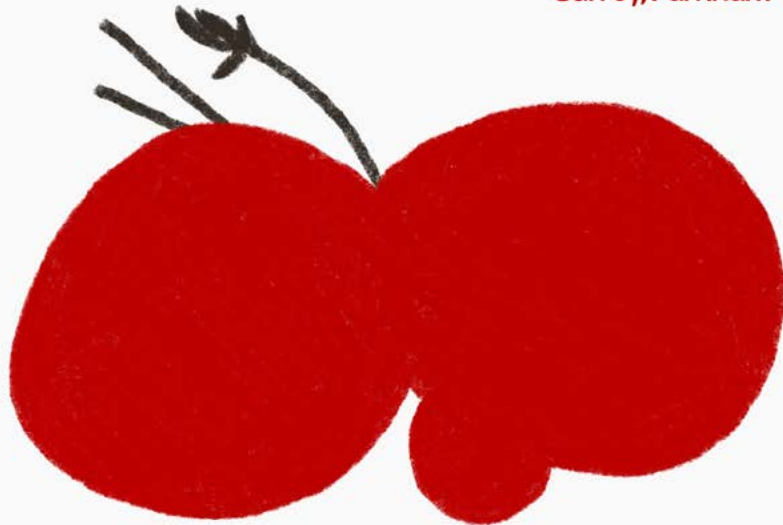
As a result, the layout with one vegetable on a light background without covering the text was the most appropriate. However, I think the layout might feel a little boring, and I know it's the common layout. Also, I felt that this poster, the logo, and other creative works did not go well together in terms of design. I think I need to fix this problem.

2025 UGLY VEGGIE FESTIVAL

UGLY VEGGIE BEAUTY CONTEST
UGLY VEGGIE COOKING BATTLE
UGLY VEGGIE CREATIVE DRAWING CONTEST

APPLICATION CLOSED
12.05 Mon

LOCATION
Surrey, Farnham



VEGGIE
R1000N

2025 UGLY VEGGIE FESTIVAL

UGLY VEGGIE BEAUTY CONTEST
UGLY VEGGIE COOKING BATTLE
UGLY VEGGIE CREATIVE DRAWING CONTEST



APPLICATION CLOSED
12.05 Mon

LOCATION
Surrey, Farnham

VEGGIE
R1000N

2025 UGLY VEGGIE FESTIVAL

UGLY VEGGIE BEAUTY CONTEST
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UGLY VEGGIE CREATIVE DRAWING CONTEST



APPLICATION CLOSED
12.05 Mon

LOCATION
Surrey, Farnham

VEGGIE
R1000N

2025 UGLY VEGGIE FESTIVAL

UGLY VEGGIE BEAUTY CONTEST
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UGLY VEGGIE CREATIVE DRAWING CONTEST



APPLICATION CLOSED
12.05 Mon

LOCATION
Surrey, Farnham

VEGGIE
R1000N

2025 UGLY VEGGIE FESTIVAL

UGLY VEGGIE BEAUTY CONTEST
UGLY VEGGIE COOKING BATTLE
UGLY VEGGIE CREATIVE DRAWING CONTEST

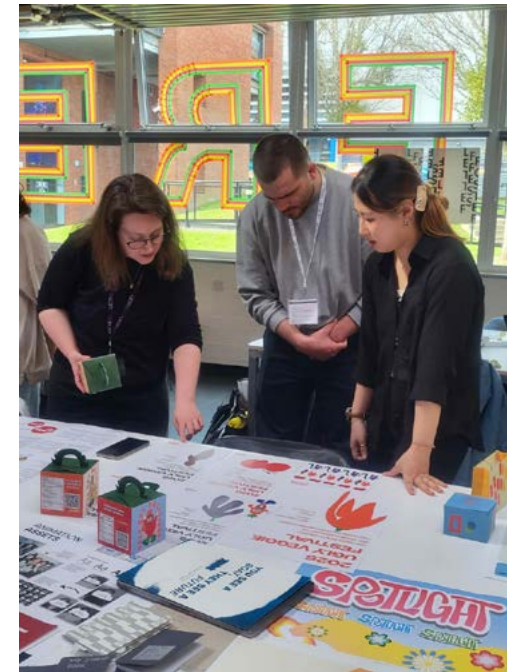


APPLICATION CLOSED
12.05 Mon

LOCATION
Surrey, Farnham

VEGGIE
R1000N

Working In Progress



Feedback from Alex and Troy Simms

We had time for the WIP, and I took the poster, package, timer, and sticker as prototypes. Alex told me that I had to be clear about who the target audience was. My target audience was from children to housewives, and this range was too broad. Also, my character and package design seemed too young; they seemed only for the children. Rather, they gave me feedback that the illustration of ugly vegetables would be more suitable for my project. In addition, my logo seems doesn't related to my project.

I was so confused that I had to completely redesign the concept and that I wouldn't be able to use the designs I had done so far, but I started creating new designs while doing tutorials with my personal tutor, Clive.

Tutorial with Clive (Realisation & Communication)

Rather than focusing on a character, the project appears to centre more on the experience of the festival - particularly in terms of branding and packaging. The concept of "ugly veg" shows strong potential for further development. The objective could be more clearly framed around encouraging public appreciation of imperfect vegetables, potentially opening up new markets for farms or supermarkets as a strategy to reduce food waste. Drawing inspiration from Matisse may help inform the art direction, whether through visual expression or underlying concept (Ng, 2025).

How 'ugly' fruit and vegetables could tackle food waste and solve supermarket supply shortages

By Dr Behzad Hezarkhani (Brunel University London), Dr Güven Demirel (Queen Mary University of London), Prof Manoj Dora (Anglia Ruskin University) and Dr Yann Bouchery (Kedge Business School)

09 Mar 2023

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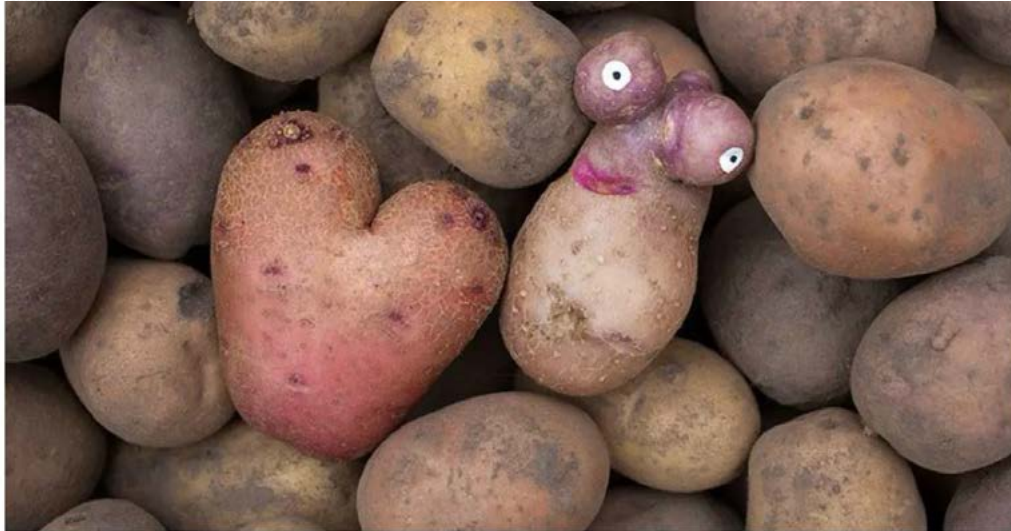


Image: Shutterstock

By [Dr Behzad Hezarkhani](#) (Reader in Operations Management, Brunel University London), Dr Güven Demirel (Senior Lecturer in Supply Chain Management, Queen Mary University of London), Prof Manoj Dora (Professor in Sustainable Production and Consumption, Anglia Ruskin University) and Dr Yann Bouchery (Associate Professor in Operations Management, Kedge Business School)

The world is facing a significant food waste problem, with up to half of all fruit and vegetables lost somewhere along the agricultural food chain. Globally, around 14% of food produced is lost after harvesting but before it reaches shops and supermarkets.

Alongside food prices (66%), food waste is a concern for 60% of people that participated in a recent survey published by the UK Food Standards Agency. Other research suggests that as much as 25% of apples, 20% of onions and 13% of potatoes grown in the UK are destroyed because they don't look right. This means that producers' efforts to meet stringent specifications from buyers can lead to perfectly edible produce being discarded before it even leaves the farm - simply because of how it looks.

Aside from the ongoing environmental implications of this food waste, UK shoppers currently face produce rationing in some supermarkets due to shortages of items like tomatoes, cucumbers and raspberries. Any solutions that increase locally grown produce on shop shelves could improve the availability of fresh food, particularly in urban areas.

Research for Ugly Vegetables

When imperfect fruit and vegetables don't make it to supermarket shelves, it can be due to cosmetic standards. Supermarkets and consumers often prefer produce of a fairly standard size that's free of blemishes, scars and other imperfections. This means fruit and vegetables that are misshapen, discoloured, or even too small or too large, are rejected before they make it to supermarket shelves. *→ Problem of wasting ugly fruit and vegetables. (how 10-15% they are)*

In recent years there has been a growing trend of selling such "ugly" fruit and vegetables, both by major supermarket chains, as well as *Solution 2* speciality retailers that sell boxes of *Solution 3* wonky produce. And research has shown that 87% of people say they would eat wonky fruit and vegetables if they were available. But other research indicates consumers can still be picky and difficult to predict. One study showed consumers are likely to throw away an apple with a spot, but would eat a bent cucumber.

Getting ugly produce into baskets

So how can producers and retailers boost the amount of non-standard fruit and veg that not only reaches our shelves, but also our plates? *Solution 3* Our recent research suggests a separate channel for selling ugly produce would increase profits for growers, *I think this is the main point* lower prices for consumers and boost overall demand for produce.

For growers, a dedicated channel - either independent or set up by a supermarket - to supply wonky fruit and veg creates a new line of business. For retailers, this provides an opportunity for further revenue over and above current sales of standard produce to shops. When selling both types of product to a single retailer, the ugly items might be undervalued compared with the standard-looking products. Our research also shows that selling the ugly produce through a dedicated channel is likely to increase total demand for fruit and vegetables, while also decreasing on-farm loss.

Having two parallel channels for selling produce (the main one and the dedicated "ugly" channel) would increase competition. This benefits shoppers by lowering prices for regular and ugly produce, versus selling both types of products alongside each other in one shop. *→ can be make complain for the growers(?)*

On the other hand, the growing market for ugly fruit and vegetables could be an economic threat to traditional retailers. It encourages new entrants into the market and could also limit the availability of "regular" produce because growers could become less stringent about ensuring produce meets traditional cosmetic standards.

But there is a way for traditional retailers to add ugly produce into their product offerings alongside other produce without affecting their profits. By building on existing consumer awareness of the environmental benefits of ugly food, they could also compete in this growing segment. This would benefit their bottom lines and help consumer acceptance of misshapen fruit and vegetables, possibly leading to less food waste and shortages like those UK shoppers are experiencing right now.

Boosting demand for imperfect fruit and vegetables across the supply chain will require all participants to get involved - from grower to seller. Here are some steps the various parties could take:

Boosting demand for imperfect fruit and vegetables across the supply chain will require all participants to get involved - from grower to seller. Here are some steps the various parties could take:

1. Educating consumers

Education about the environmental and economic impact of food waste could happen through marketing campaigns, in-store displays and even social media. → Perfect for the young ones (?)

2. Reducing cosmetic standards

Supermarkets and other major food retailers could revise their cosmetic standards to accept a wider range of produce, including imperfect fruit and vegetables. This would help reduce food waste by making sure more produce is able to be sold. *That's why we need to make tender ^(??)
 aware from wasting food. → rise for making interest to customers.*

3. Direct sales

Farmers and growers could sell non-standard produce directly to consumers through farmers' markets or subscription services. This allows consumers to purchase fresh, locally grown produce that might not meet cosmetic standards for supermarkets but that is just as nutritionally beneficial. *using local shop*

4. Food donations *Solve social problem and reducing food waste.*

Supermarkets and growers could donate produce rejected for how it looks to food banks, shelters and other organisations that serve those in need. This would help reduce food waste while also providing healthy food to those who might not otherwise have access to it.

5. Value-added products

Produce that doesn't meet cosmetic standards could also be used to create other products such as soups, sauces and juices. In addition to reducing food waste, this would create new revenue streams for growers and retailers. *can be used for campaign*

6. Food composting

Anything that cannot be sold or otherwise used should be composted. This would help reduce food waste while also creating nutrient-rich soil for future crops.

By implementing these solutions, the supply chain can reduce the amount of ugly or imperfect fruit and vegetables that are wasted, while also providing consumers with healthy, affordable produce, even in times of supply chain shortages.

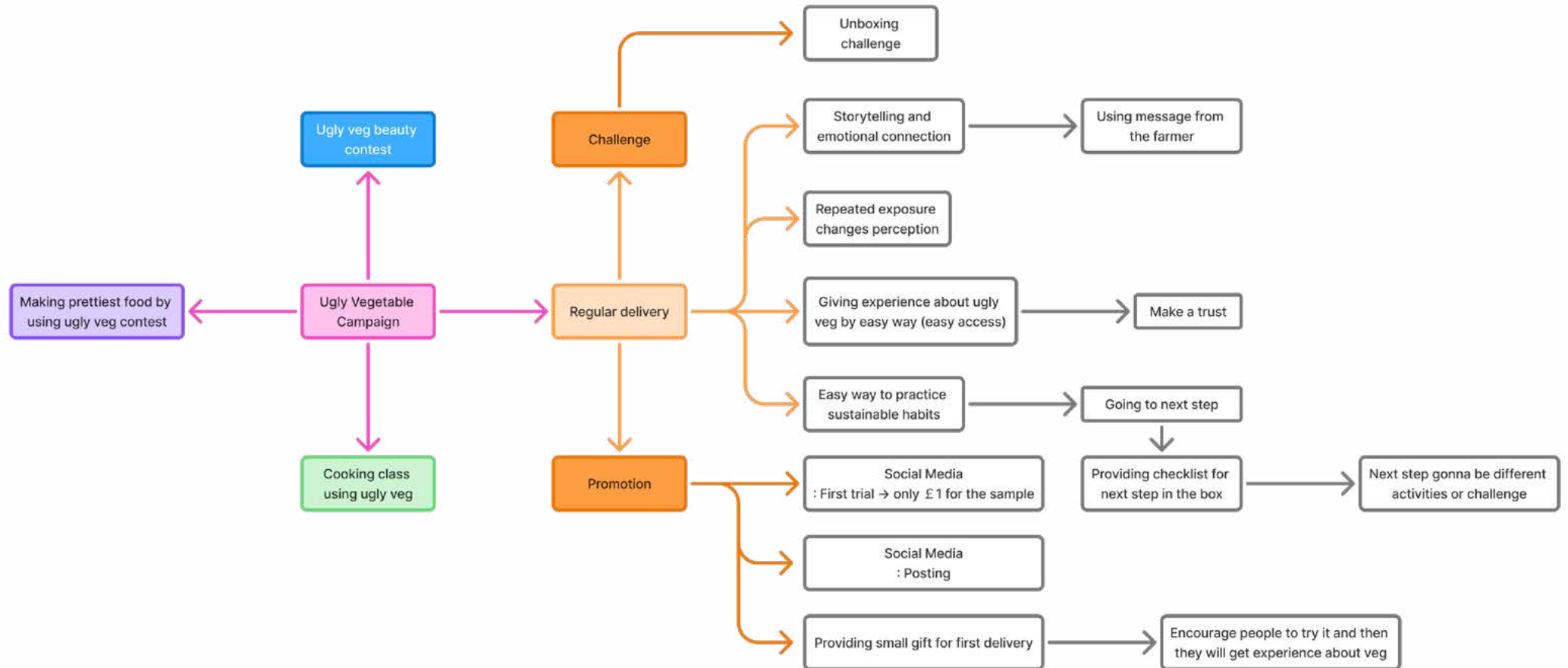
More Research

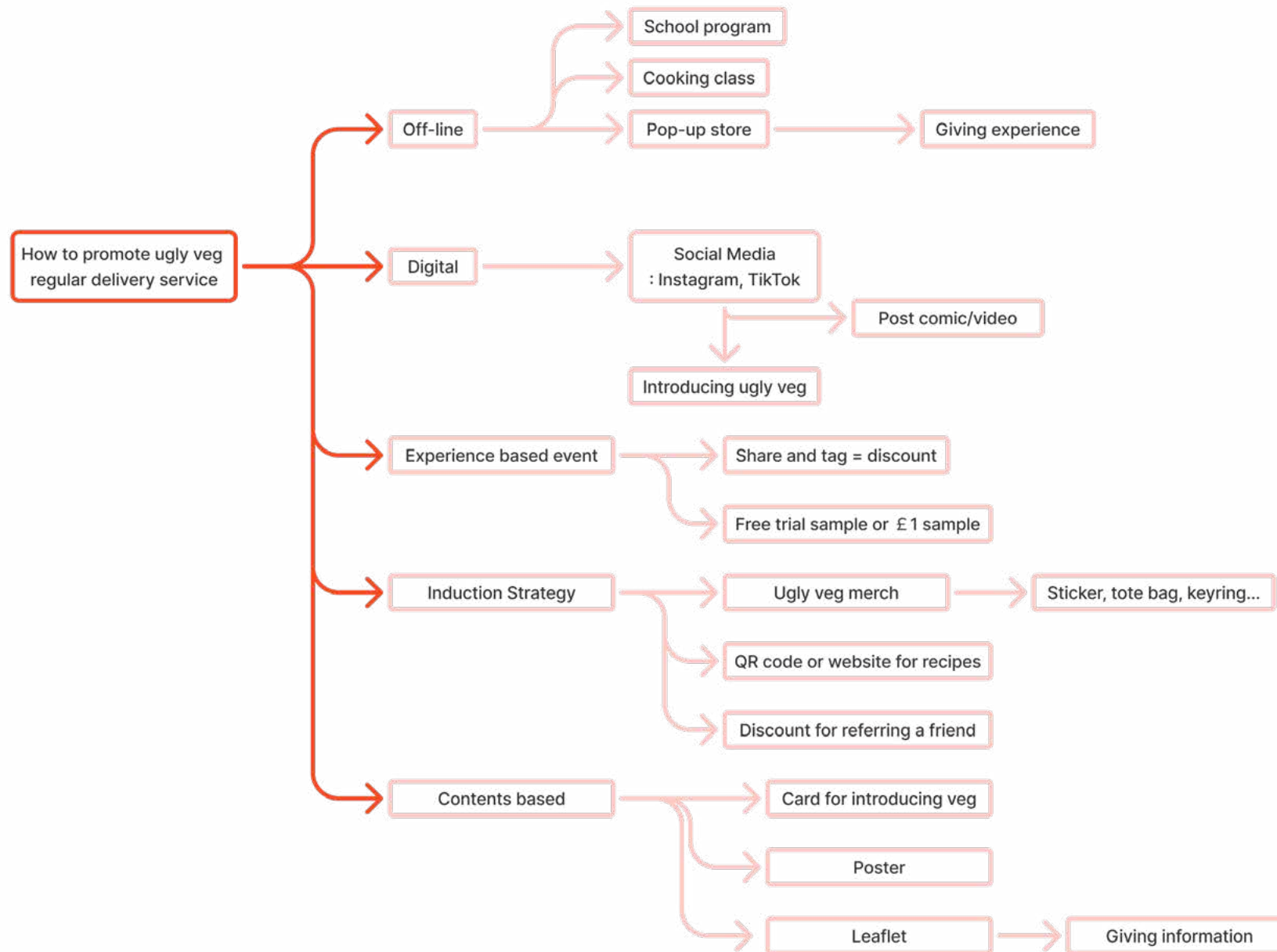
We are obsessed with beauty and do not want to buy imperfect fruits or vegetables. That is why ugly produce is still healthy, tasty, and nutritious, but it is one of the causes of the 6 billion tons of fresh fruits and vegetables wasted in the United States each year (Medina, 2016). Up to 40% of fruits and vegetables grown worldwide are uneven in shape and most of them are thrown away (WWF, 2024).

A North Carolina produce farm observed that the taste and flavour of fruits and vegetables do not change even if they are not perfectly shaped (Medina, 2016). They also reported that when the ugly and pretty ones were separated and sold at a discount, the ugly ones, which were cheaper but tasted the same, sold first. Also, nearly 9 out of 10 people (87%) said they would eat ugly fruits and vegetables if they were available to get it (Dash Water Admin, 2022)

What's Next?

Based on these results of the research, it seems that ugly vegetables could be consumed well if they are sold at a reduced price and customers are informed that they have the same taste and nutrition. Now, it is time to introduce these information to audience and create designs and campaign that celebrate ugly vegetables.





Target Audience



Name: James Age: 8

He is picky and hates vegetables. However, he likes food that looks interesting.

Communication: social media, product merch, accept and understand culture, habit rapidly.



Name: Daniel Age: 21

He is university student and using delivery a lot. He orders everything he need by online. He doesn't chick the shape of vegetable when he is having them.

Communication: Social media, digital receipt, food packaging, bill board, market poster, and cheaper product.



Worst case User

Name: Ann Age: 35

She has 3 children and goes shopping once a week. she doesn't know about the ugly vegetable and not interested about the environment.

Communication: Social media, market poster, and events.



Name: Jessica

Age: 37

Gender: Female

Location: Manchester

Income: £2500 per month

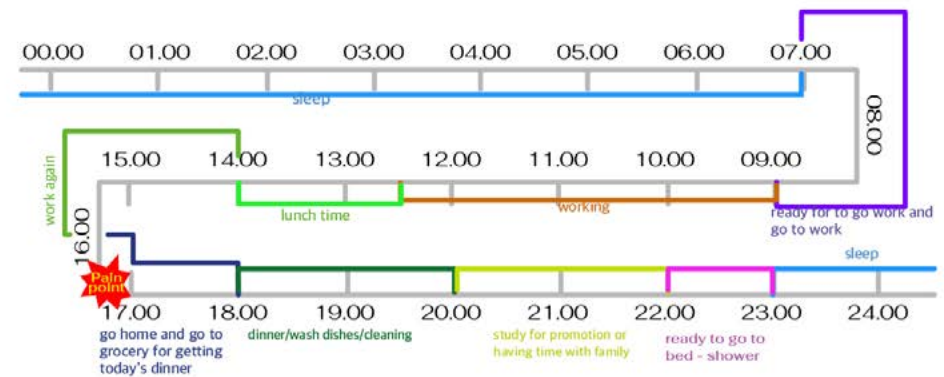
Degree: BA

Marital status: Has husband and 2 kids

Religion: Chirstian

Language: English

Ethnicity: Born from natural British Christian family



Name: Alice Age: 11

She likes food and no picky. She would like to learn cooking and sometimes practices with her mom.

Communication: Quick to learn and accept information, and culture, so using social media and get impact from her parents.



Name: Blair Age: 55

She doesn't like ugly vegetable; likes clean and pretty-looking vegetable. She have enough money for buying perfect condition of food. In addition, she is so emotional.

Communication: Bill board, market poster, video, leaflet, packaging (physical stuff), and especially emotional message.



Best case User

Name: Noah Age: 70

He lives alone and has a lot of interesting about environmental problem. Also, he likes cheap product than perfect quality. He knows ugly vegetable and he is trying to not waste any food.

Communication: Bill board, market poster, leaflet, packaging (physical stuff).

Disability

: She is healthy enough but need to eat vegetable more than meat.

Physical Needs

Where: House with 4 bedrooms

Diet? Regular meal times - sometimes Instant, little vegetable, lots of meat

Drinks: Water, drinks, tea.

Clothes: casual style

Healthcare: Visits hospital when she is sick but sometimes just get medicine.

Safety Needs

: Feels safety with her family

Belonging Needs

Friendship: had more than 10 friends
Family: has husband and cute 2 kids
Connection: family, friends, office people
Community: Nothing

Esteem Needs

Since she is an office worker, she receives a lot of respect from people around her for her work.

Actualization Needs

She has a degree and still working in the office. However, she wants to get promoted quickly and highly, so she wants to acquire the qualifications necessary for that, so she is constantly learning something.

Behaviours

Health/Hygiene: laundry once a week. Changing clothes everyday. Washing every other days.

Recreation: Cooking everyday for her family and sometimes cook with her kids and husband all together.

Commerce: go shopping or do online shopping for food twice a week. Also, doing clothes shopping once a month.

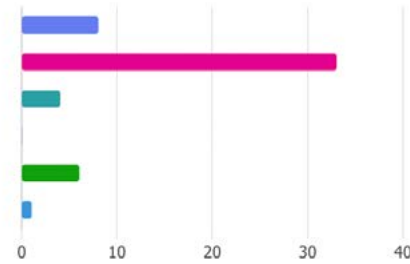
Wants

Personal goal: Because she is busy with work, she wants to rest when she get home and go to the market to buy groceries only once a week. she wants her children give creativity and ability of solving problem to her children.

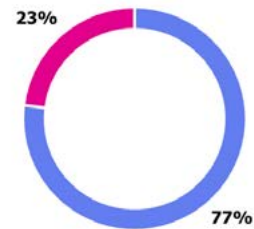
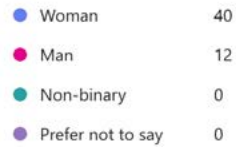
Community hope: wants to get more meeting with her friends.

Social hope: Wants to work until 70s. Also, she wants to get high honor from other people.

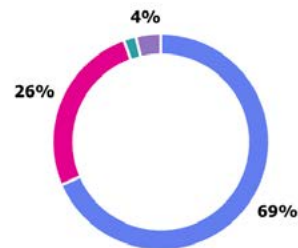
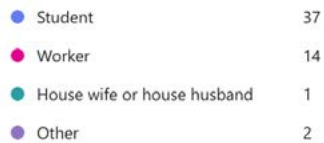
1. What's your age? (나이가 어떻게 되나요?)



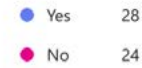
2. What's your gender? (성별)



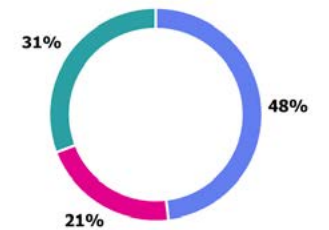
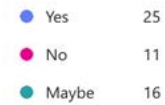
3. What's your occupation? (직업)



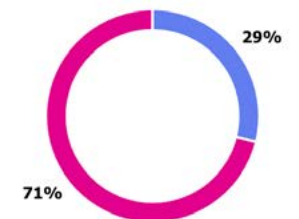
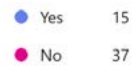
4. Do you know about ugly vegetables? (못생긴 채소에 대해 아시나요?)



5. When you go to the shop (buy vegetables), do you choose pretty ones? 장을 볼 때 (채소를 살 때) 예쁜 채소를 골라사나요?

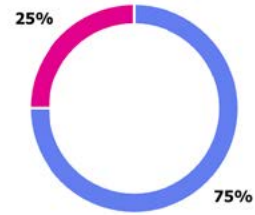


6. Did you know that about 40% of the vegetables produced by farmers are not consumed and are wasted? 농부가 생산한 채소 중 약 40%가 소비되지 못하고 낭비된다는 사실을 알고 있나요?



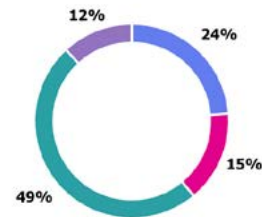
7. Have you ever seen ugly vegetables at the shop? 못생긴 채소를 마트에서 본 적이 있나요?

● Yes 39
● No 13



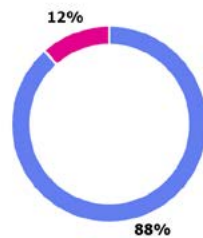
8. Why don't you buy ugly vegetables? 못생긴 채소를 사지 않는 이유는 무엇인가요?

● Bc it's ugly 14
● Bc I couldn't find ugly vegetables at the shop 9
● Bc if it's same price, I'll get pretty one 29
● Other 7



9. If ugly vegetables were sold for a cheaper price than normal vegetables, would you buy them? 못생긴 채소가 보통의 채소보다 싼 가격에 팔린다면 살 것인가요?

● Yes 46
● No 6



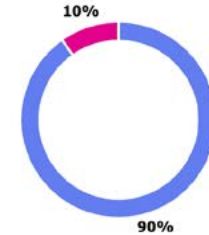
10. If you chose N, why?

8 Responses

ID ↑	Name	Responses
1	anonymous	It depends by what ugly means like if they are almost about to go bad and they visually look it I wouldn't, if they are just ugly but still good quality I would definitely still buy them
2	anonymous	Just want something ripped and healthy
3	anonymous	I never have closely looked into vegg
4	anonymous	저절로 예쁜 채소를 고르는 습관대로 살 것 같다 I think I will live according to the habit of picking pretty vegetables on my own.
5	anonymous	Because what if it has been expired.
6	anonymous	haha
7	anonymous	맛과 영양은 똑같으니 살것이다
8	anonymous	Because it could be from an internal cause

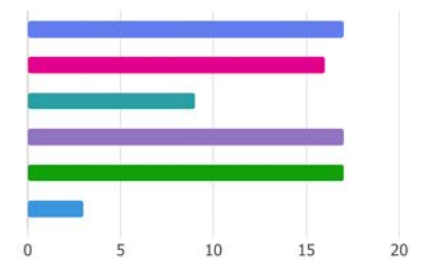
11. Would you participate in a Save Ugly Vegetables campaign to reduce food waste? 음식을 낭비를 줄이기 위해 못생긴 채소 사용하기 캠페인을 실시한다면 동참할 의향이 있나요?

● Yes 46
● No 5



12. Which campaign do you think would be most effective? 가장 효과적인 것 같은 캠페인은?

● Most ugly veggies beauty contest 17
● Ugly veggies cooking class 16
● Drawing ugly and funny veggie contest 9
● Making prettiest food contest by using ugly vegetables 17
● Ugly vegetable delivery subscription service 17
● Other 3



Self Reflection/ Review for the Survey

I posted and sent this survey to my social media, group chats I belong to, my family, and people I know. There were more limitations than I thought when I conducted this survey. For example, my target audience would be housewives who shop for groceries or at least people in their 30s. However, most of the people who responded to my survey were in their 20s. Also, most of the people were students (69%). Since I am a student, I overlooked the fact that almost everyone around me is a student. I think this was the biggest problem with my survey.

However, through the survey, I learnt that many people have already seen ugly vegetables at the supermarket. Also, as I expected, most people don't know that 40% of ugly vegetables are not consumed by consumers and are wasted. I also became convinced that I had to make the price of ugly vegetables cheaper than pretty ones to create the design. Among the candidates for the campaign, I realised that practical ideas seemed effective from the customer's perspective. So, I will design the campaign to focus on delivery, which seemed the most practical.

I thought it would be a more desirable direction to first expose people to ugly vegetables and arouse their interest, rather than focusing on how to distribute them in the market and putting products in marts.

Brand Identity

Concept

To eliminate customers' aversion and prejudice toward ugly vegetables and provide them with a new experience through regular delivery of ugly vegetables.

Naming

Bumpy

I used a pronunciation that is easy to remember and has an intuitive feel for the brand name. When audience hear the name 'bumpy', they can think of a certain appearance, and the name itself shows the brand identity and the characteristics of the product. Also, because the word is flexible and extensible, the identity naturally seeps into it wherever it is used, such as on posters or packages.

Colour Palette



The brand colour was decided to be soft and natural and can be extracted from vegetables.

The colour from nature gives a fresh and healthy (honest) feeling, and the soft tone allows customers to approach the emotional part and induce comfortable perception. Also, the bright and warm colour (yellow) will change the negative image of ugly vegetables for customers. The colours are kept in similar tones, and the main colours will blend harmoniously with each other to create greater synergy.

Logo_Typography



I experimented with several typography versions for the brand name 'Bumpy' and tried to choose the one that best matched the brand identity.

First, the one I liked the most was the literally bumpy type (Eckmannpsych). I thought that the name intuitively fit it perfectly. I was also interested in the type with a straight shape but thick shape (ヒラギノ角ゴ StdN W8). I thought, what if I redesigned this type?

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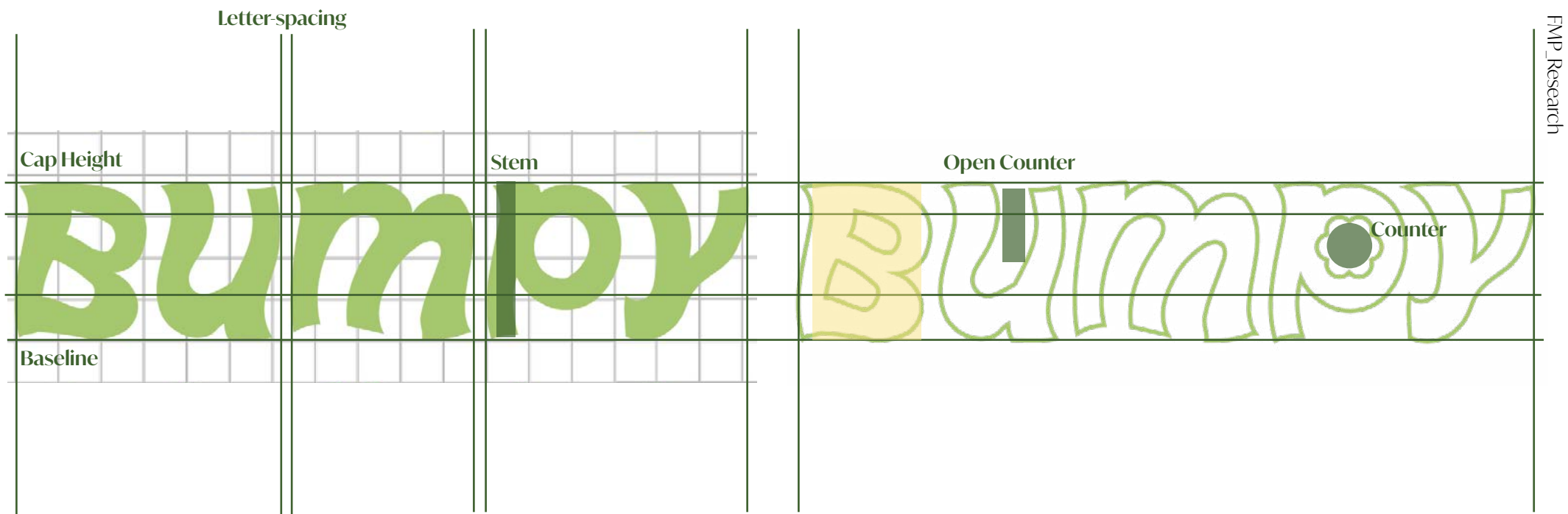
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Analysing Logo

I wanted to make the type of 'Bumpy' a mix of capital and small letters, but by aligning the cap height and baseline, so that make it a neater logo that is suitable for the brand. So, I matched the sizes of each other.

Also, I tried giving it a bumpy effect so that the brand identity can be intuitively felt when people are looking at the logo. In addition, I twisted the logo in another version and looked at the shape. This is because I judged that the bumpy shape of the logo could give the audience a negative feeling. I think the twisted logo is neat, feels the brand identity, and captures the trendy feeling well.



Henri Matisse_Cut-Outs

Who is Henri Matisse?

Henri Matisse (1869–1954) was born and raised in the northern France, Le Cateau-Cambrésis, where he was exposed to textiles. He shaped his visual language and influenced his sense of colour, pattern, and work from there. He worked as a painter, draftsman, printmaker, and sculptor for decades, constantly seeking new things.

He had long sought ways to integrate colour and line in his work. His golden age as an artist was in 1904 and 1905, when he created visually dynamic works with bright, contrasting colours, inspired by the bright sunlight of southern France. He continued his diverse activities, from the abstract paintings of the 1910s to the cut-out paintings of the last decade.

Cut-Outs Work

In the late 1940s, Henri Matisse used paper cut-outs as his main medium and used an innovative technique of cutting them with scissors and pasting them. He painted the paper with paint colours and cut them into various shapes and sizes, from plants to abstract objects, and left a strong impression through arrangement and colour.

His cut-outs work, which can be considered the last work in his long career, showed a new originality. His works could become artwork by mixing unique objects, environments, and decorations or itself.

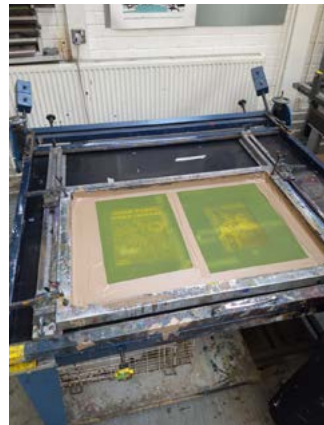
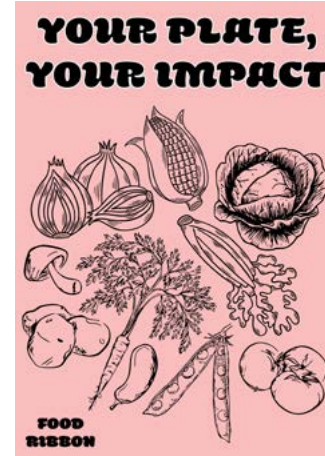
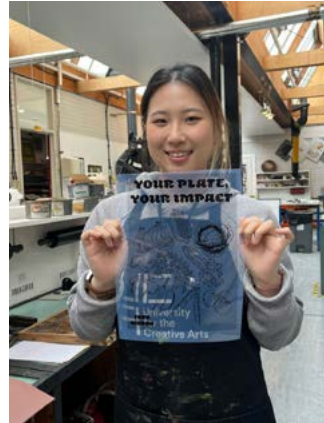
“What I dream of is an art of balance, of purity and serenity... something like a good armchair which provides relaxation from physical fatigue.” - Henri Matisse

Figure. 16–20 Cut-outs Work by Henri Matisse



Chapter Experimentation

Screen Printing



Process of Work

Right after starting this project, when the research question was how designers can make people aware of food waste, I did screen printing.

The first thing I did was to create a poster I designed in bitmap format using Photoshop. Then I printed my work on a specific film. Before starting the actual work, I cleaned the screen I was going to use. Then I used a vacuum LED printer to put the poster on the screen and finished the work using ink and a spatula.

Self Reflection

I had a lot of trouble deciding what colours to use when printing. However, I thought that using the brand colour was the most appropriate choice. As a result, the outcome turned out well. Also, I mixed two colours and due to this, it seems unique printing. However, the direction of the paint colour is too visible, which is shame.

I think it would be good to use this work when designing posters or packages next time. If the text and logo are going to change, I think I can cut out only the parts that I want to make the texture similar to each part.

YOUR PLATE, YOUR IMPACT



**FOOD
RIBBON**

YOUR PLATE, YOUR IMPACT



**FOOD
RIBBON**

Self Reflection

As a result, I think the shapes and colours of the vegetables were well designed to be interesting to the viewer and not give off a negative feeling.

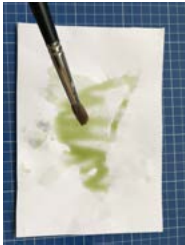


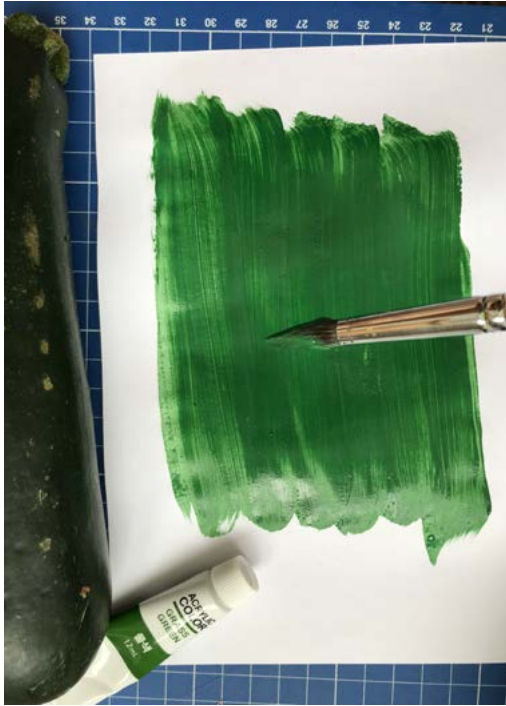


Cut-outs Experimentation

Preparing Supplies





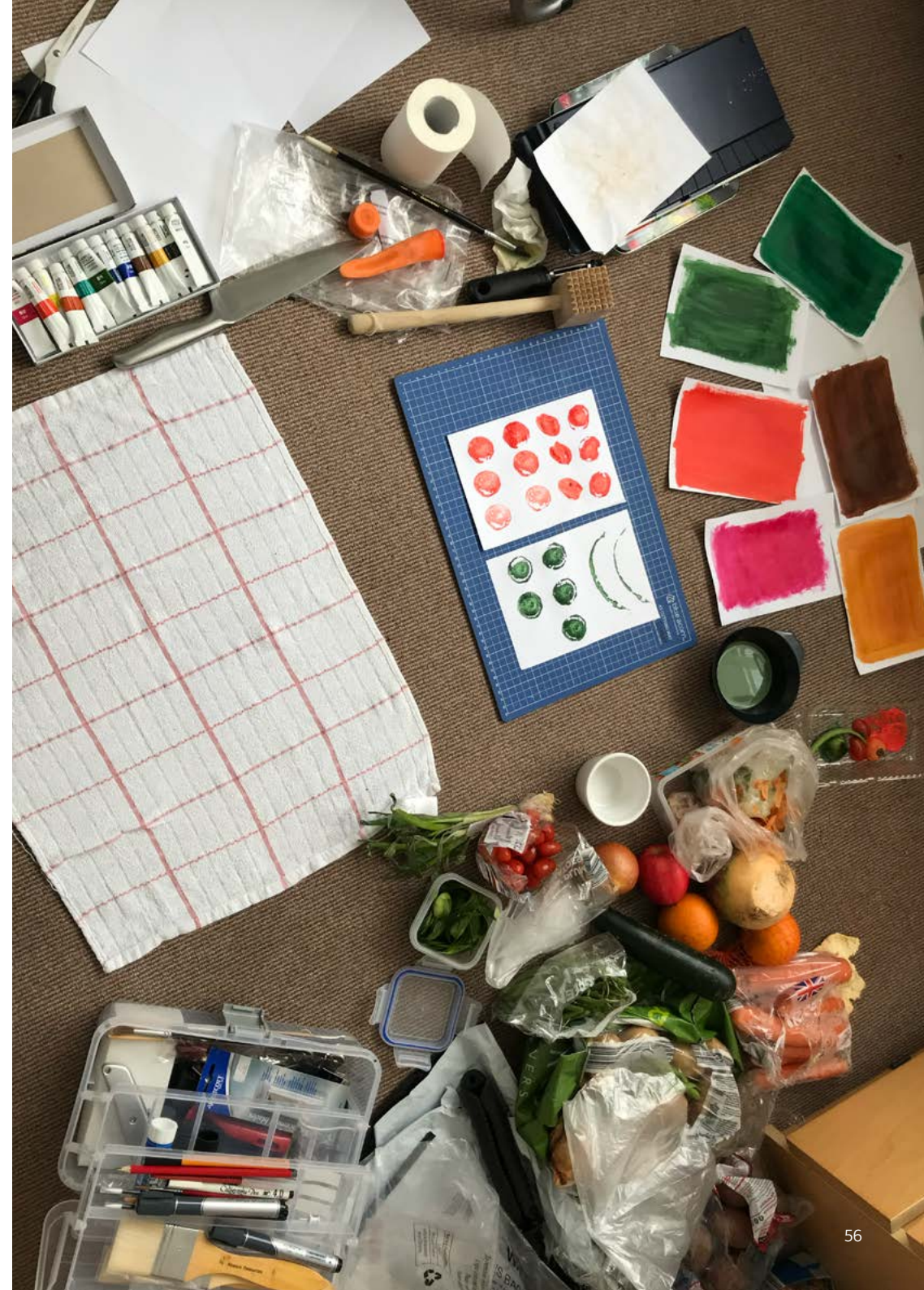


Review and Self Reflection of Cut-outs Experimentation

Inspired by Henri Matisse's cut-outs technique, I recreated his technique with vegetables. However, I applied and experimented it with a newer method.

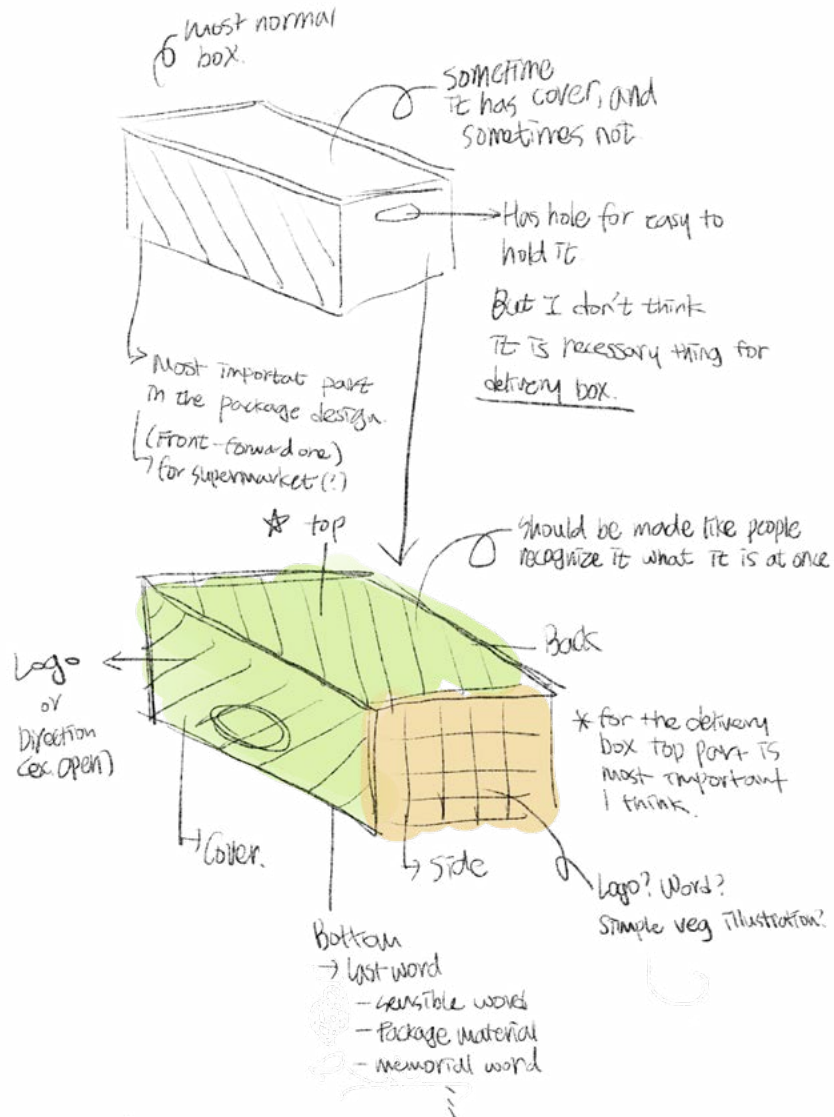
First, I tried to extract colour from vegetable skins. I peeled the skins of dark-coloured vegetables, extracted the juice, and applied it to white paper. Second, I pressed the skins directly onto the paper and squeezed the juice with a hammer. Third, I used the juice to tissue paper to extract the colour. However, none of the three methods produced the colour I wanted. The original colour of the vegetable came out as juice, and when it dried, the colour became much lighter, so this method failed.

Next, I tried to apply paint to the vegetables itself and stamp them. As we can see, the cross-section of the vegetables did not come out perfectly, but a sensuous shape came out. Last experiment was to recreate Matisse's technique, applying paint to paper and cutting out the shape of the vegetables. This method was the most accurate way to express my desired colour and shape. Also, I digitized this. I think this experiment can be used in design for my package or leaflet.

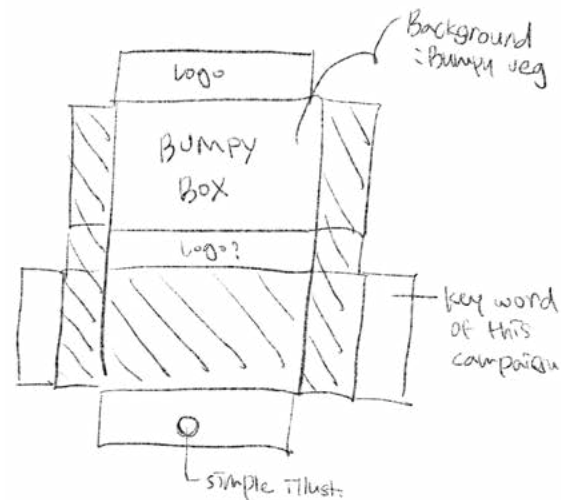
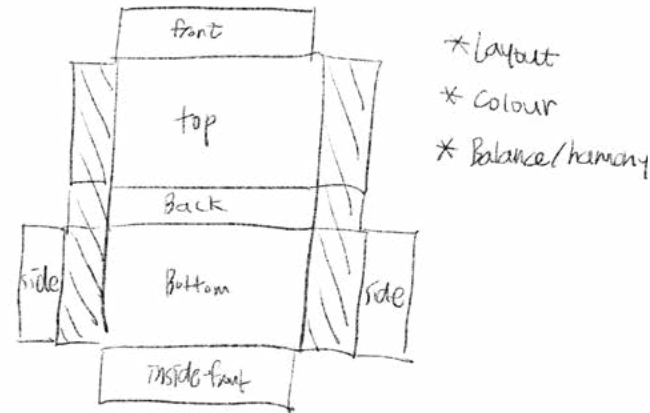


Package Design

Analysing Package Shape

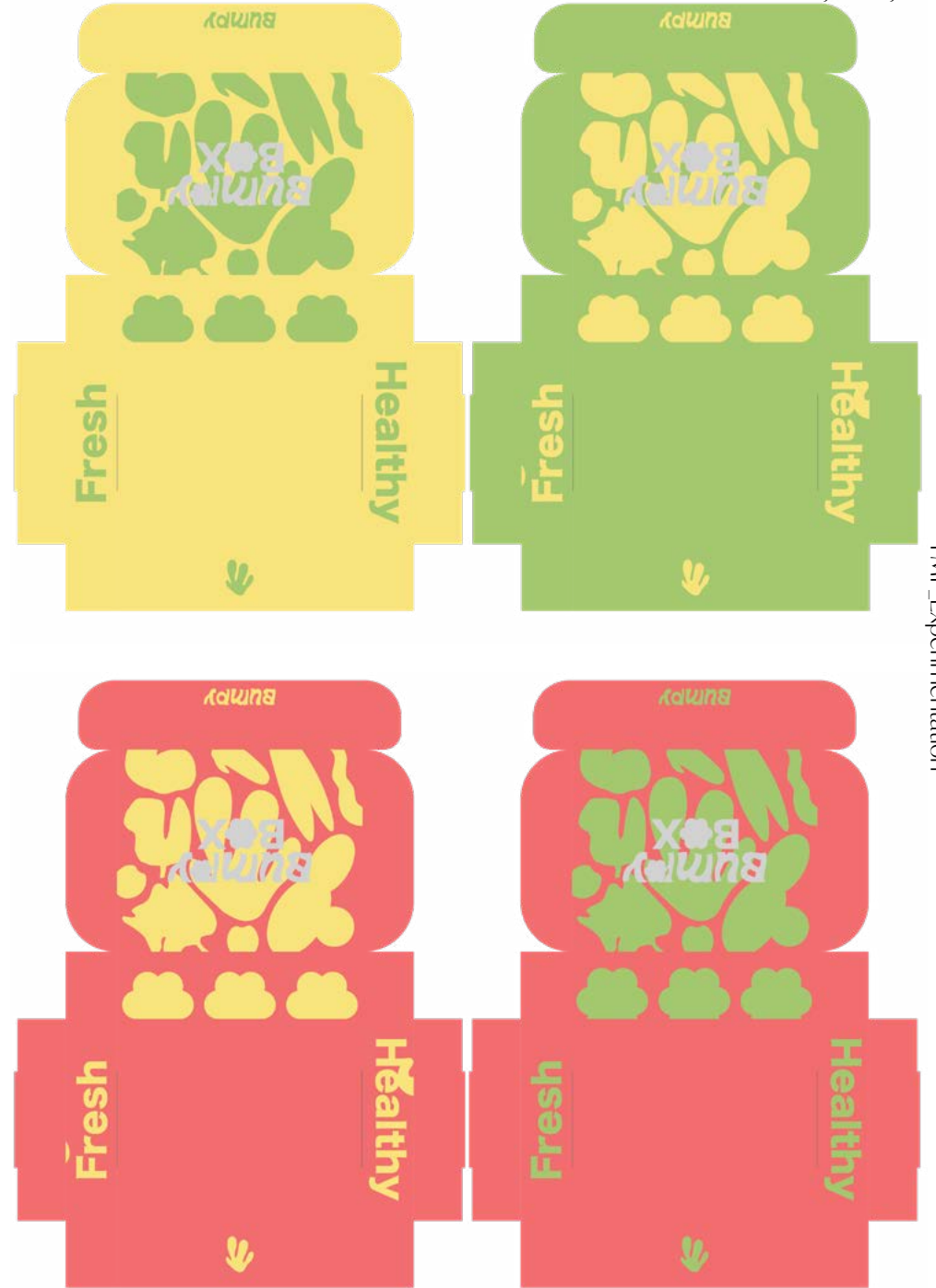


Checking Shape

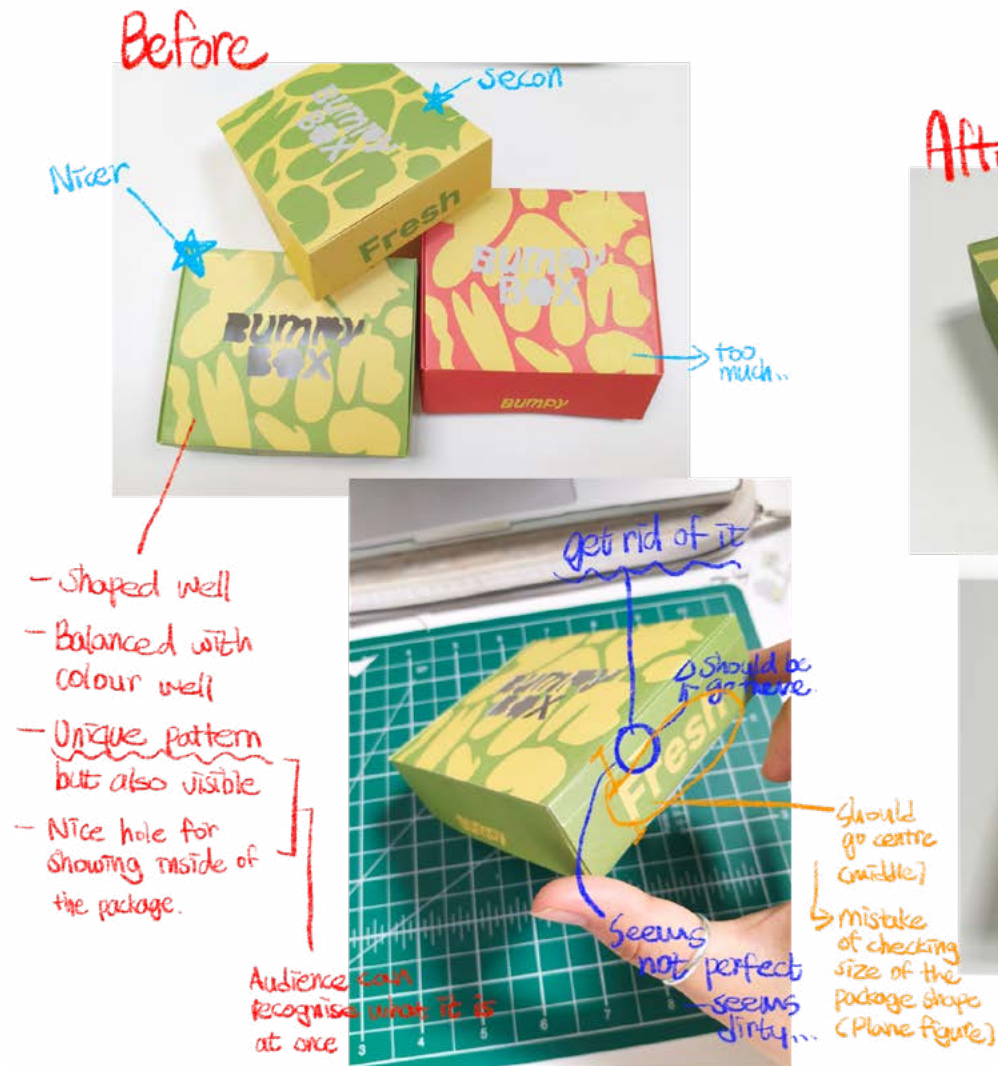


After deciding what type of box to use, I analyzed the characteristics of the box. Since the delivery box is for home delivery, I decided that it doesn't necessarily need a hole for handle. I also chose a box with a cover that can completely protect the contents inside. I chose a square box that I thought would be efficient for delivery.

Then I first drew the box on paper, roughly cut it out, and checked the planer figure to see what goes where. Then I chose a logo and a key word that must be included in this package.



Analysing Prototype



Self Reflection

By making the package prototype myself, I was able to find out what problems there were in the package. My package box had a slightly wrong unfolding, so the centre of the side was off.

If I hadn't tested the prototype, I would not have known and would have only found out when I made the outcome. In this way, I realized the importance of it once again. I could see the overall atmosphere of the package design as well.

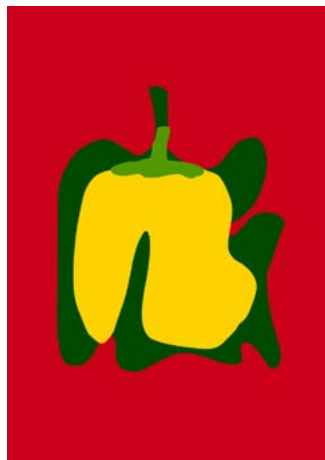
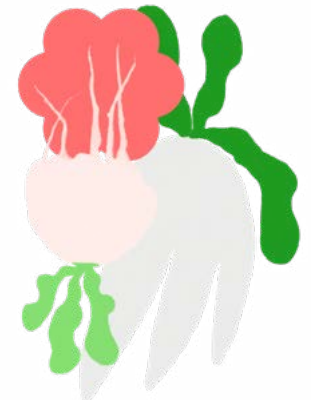
In addition, I could do user testing by asking peers. My friends understood the structure of the box well and opened it in less than 3 seconds.

Poster Design

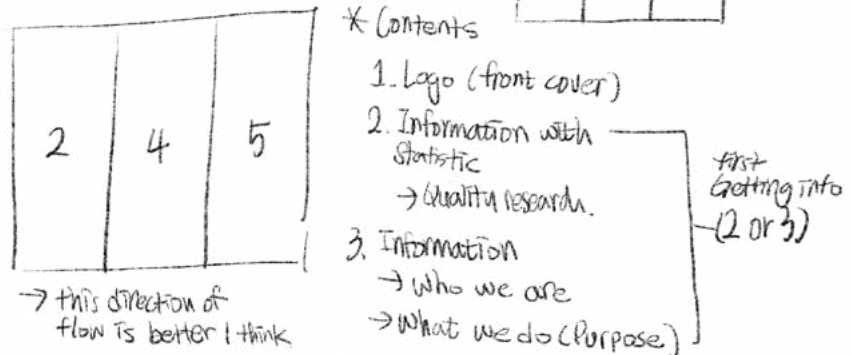


In this poster experiment, I was obsessed with the various layouts of the poster and the arrangement of the vegetables. I experimented with diverse ways to create a harmonious and non-boring layout while maintaining balance with the vegetables.

Among them, there were posters that used the cut-outs technique and not. I tried to design using this method that was inspired by Henri Matisse.



Analysing Leaflet Direction



- Why is it bumpy?**

It is because of the holidays, parties, and other celebrations that occur during the holiday season.

However, the food and vegetables are the same, or sometimes even better!

Checklist

Bumpy Vegetable Cooking Class

☐ Yes

☐ No

Bumpy Vegetable Delivery Contact

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

Scan for the cooking recipes

There's time to include with the box on the next regular delivery date.

What is Bumpy Box?

Did you know that 40% of the food we get eaten across the food supply chain is actually thrown away? That's a lot of food! Bumpy Box is a program that provides fresh, locally sourced vegetables to our customers. Our mission is to reduce food waste and increase vegetable consumption. We offer a variety of vegetables, including carrots, potatoes, and radishes. Our vegetables are grown locally and are always fresh. We also offer a variety of recipes and cooking tips to help you get the most out of your Bumpy Box. Our goal is to make it easy for you to eat healthy and reduce food waste.

Today's Bumpy

Carrot

Potato

Radish

Cucumber

Checklist

Bumpy Vegetable Cooking Class

☐ Yes

☐ No

Bumpy Vegetable Delivery Contact

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

Scan for the cooking recipes

There's time to include with the box on the next regular delivery date.

What is Bumpy Box?

Did you know that 40% of the food we get eaten across the food supply chain is actually thrown away? That's a lot of food! Bumpy Box is a program that provides fresh, locally sourced vegetables to our customers. Our mission is to reduce food waste and increase vegetable consumption. We offer a variety of vegetables, including carrots, potatoes, and radishes. Our vegetables are grown locally and are always fresh. We also offer a variety of recipes and cooking tips to help you get the most out of your Bumpy Box. Our goal is to make it easy for you to eat healthy and reduce food waste.

Today's Bumpy

Carrot

Potato

Radish

Cucumber

Checklist

Bumpy Vegetable Cooking Class

☐ Yes

☐ No

Bumpy Vegetable Delivery Contact

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

Scan for the cooking recipes

There's time to include with the box on the next regular delivery date.

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Today's Bumpy

Carrot

Potato

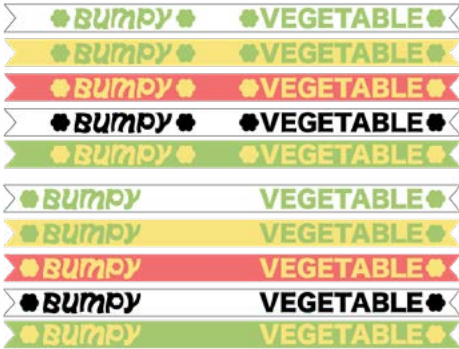
Radish

Cucumber

Keyring Design



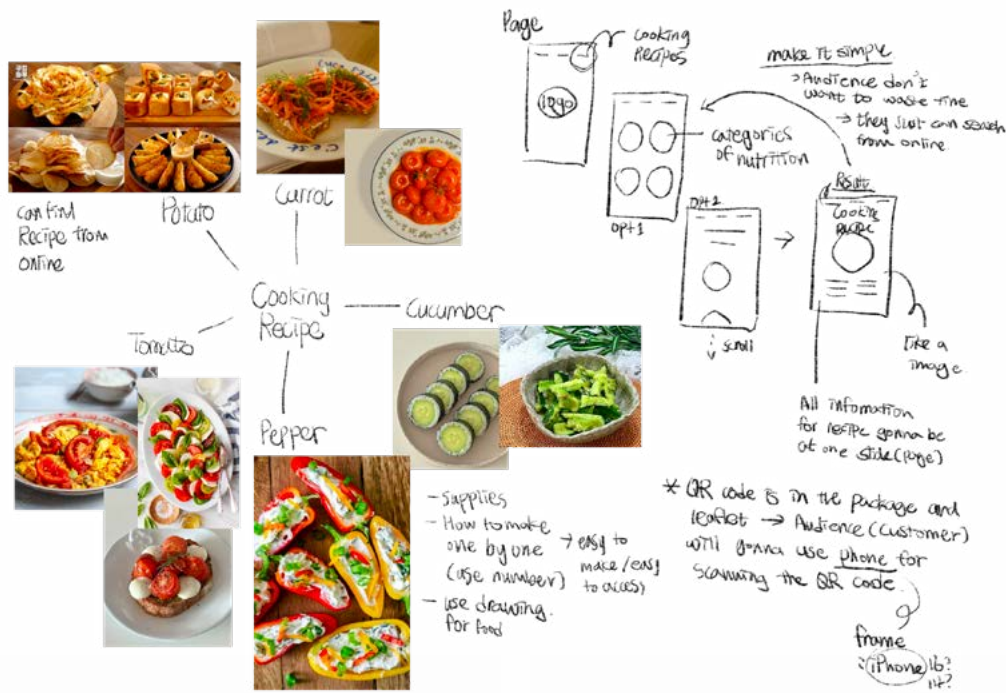
FMP Experimentation



One of the promotional methods of Bumpy Box is to give a random vegetable keyring as a gift with the first delivery. This promotional method will be effective for family members or young customers. I think having this key ring can be trendy. Also, by putting the brand logo on the keyring as a label will give the audience an opportunity to pay attention to the brand's activities once more. This keyring is made of clay, paint, and nail topcoat.

Web Design

Cooking Recipes



Accordion Potato



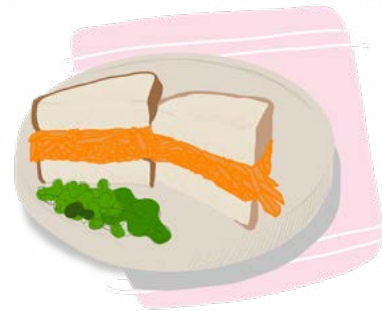
- 1. Cut the potatoes into thin slices with a knife, leaving only 1/2 inch.
 - 2. Make the potato and spread it all over the potatoes.
 - 3. Add onion and sliced cheese between the potatoes.
 - 4. Bake in oven for 15-20 minutes.
 - 5. Garnish with parsley on top.
- Ingredients: Potatoes, Onion, Sliced cheese, Black pepper, Parsley.

Tomato Caprese Salad

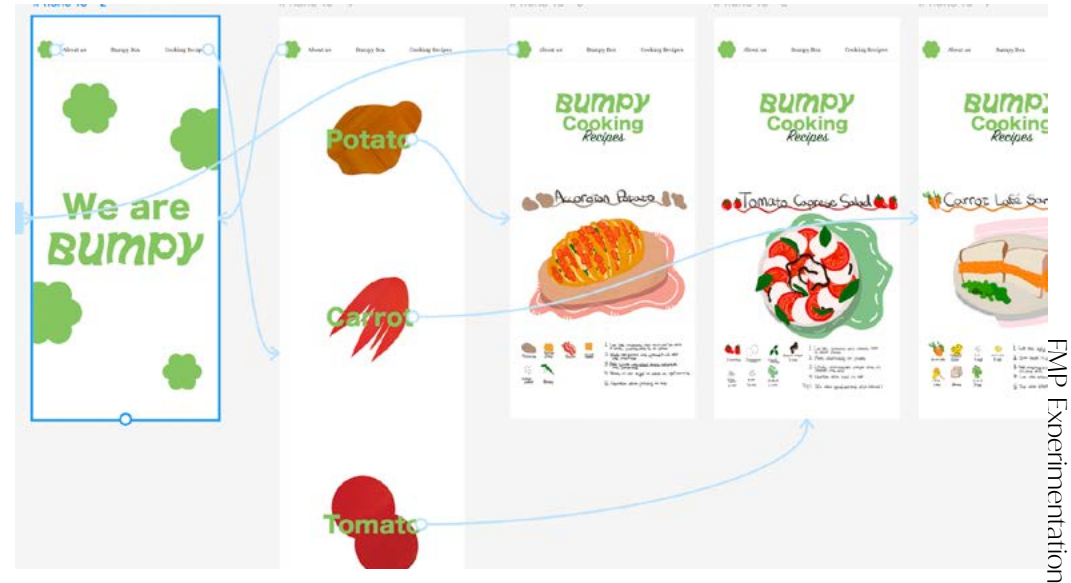


- 1. Cut the tomatoes and cheese into 1/2 inch pieces.
 - 2. Place alternately on plates.
 - 3. Drizzle with balsamic vinegar, olive oil, and salt.
 - 4. Garnish with basil on top.
- Tip! It's also good served with bread!
- Ingredients: 2 tomatoes, 2 pieces of cheese, 1 tsp balsamic vinegar, 1 tsp olive oil, 1 tsp salt, 1 tsp basil.

Carrot Laté Sandwich



- 1. Cut the ugly carrots into strips.
 - 2. Soak them in salt for 20 mins and drain.
 - 3. Add miso, honey, lemon juice and olive oil and mix.
 - 4. Cut the bread of your choice.
 - 5. Top with RANG (cheese better after 1 day).
- Ingredients: 2 carrots, 1 tsp miso, 1 tsp honey, 1 tsp lemon juice, 1 tsp olive oil, 1 slice bread, 1 slice cheese.



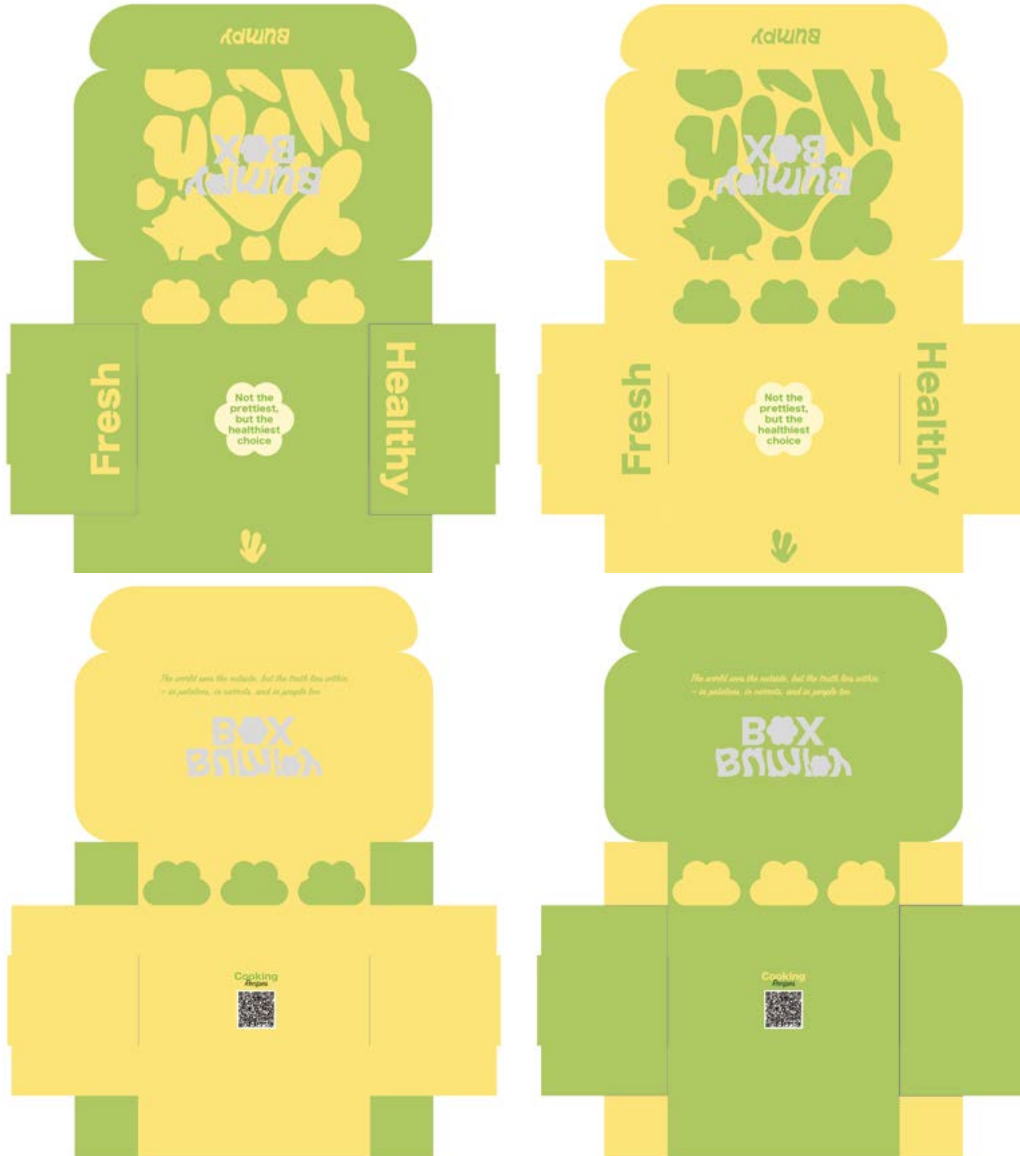
To encourage the use of leftover vegetables, QR codes will be included on the package and leaflet.

The cooking recipes are designed to be downloaded as simple images that can be seen briefly. I used the cleanest layout and design so that customers would not be bothered. Also, I added a logo to increase brand value and trust, and to encourage easy memory. As a result, I think it turned out with clean design.

Chapter Development

Developing for Package Design

Feedback_Analysing_Developing



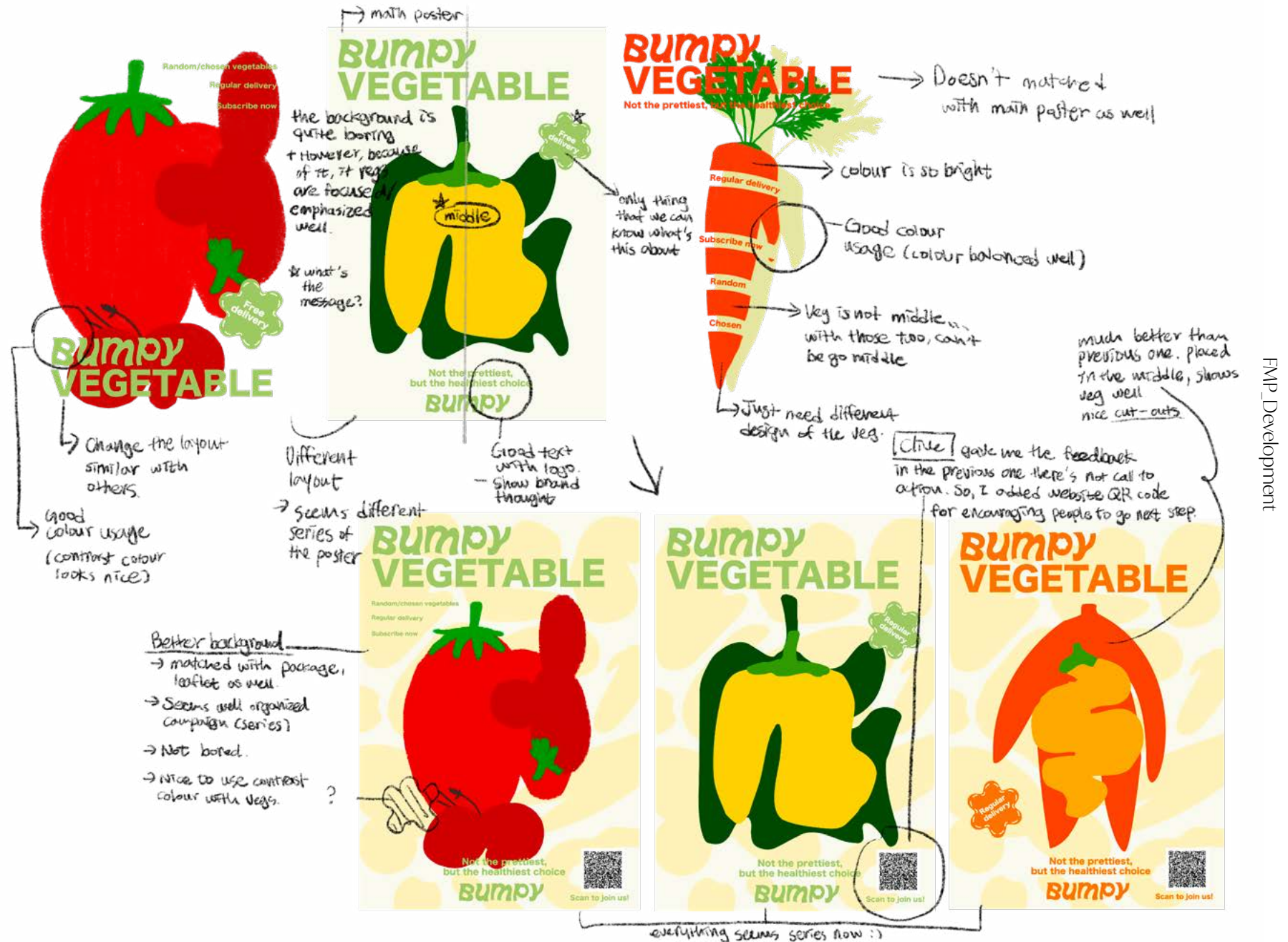
FMP_Development



Finally, I got the feedback from Alex. Before talking with her, the inside of my package was white, and there was nothing on the bottom. I thought that since everything I needed was in the leaflet that came with the box, I didn't need to put anything on the package. However, I thought that if the audience opened the box and had some text, they would be more interested in the campaign. So, I coloured the inside of the box and put text on the bottom side to create a good image and experience.

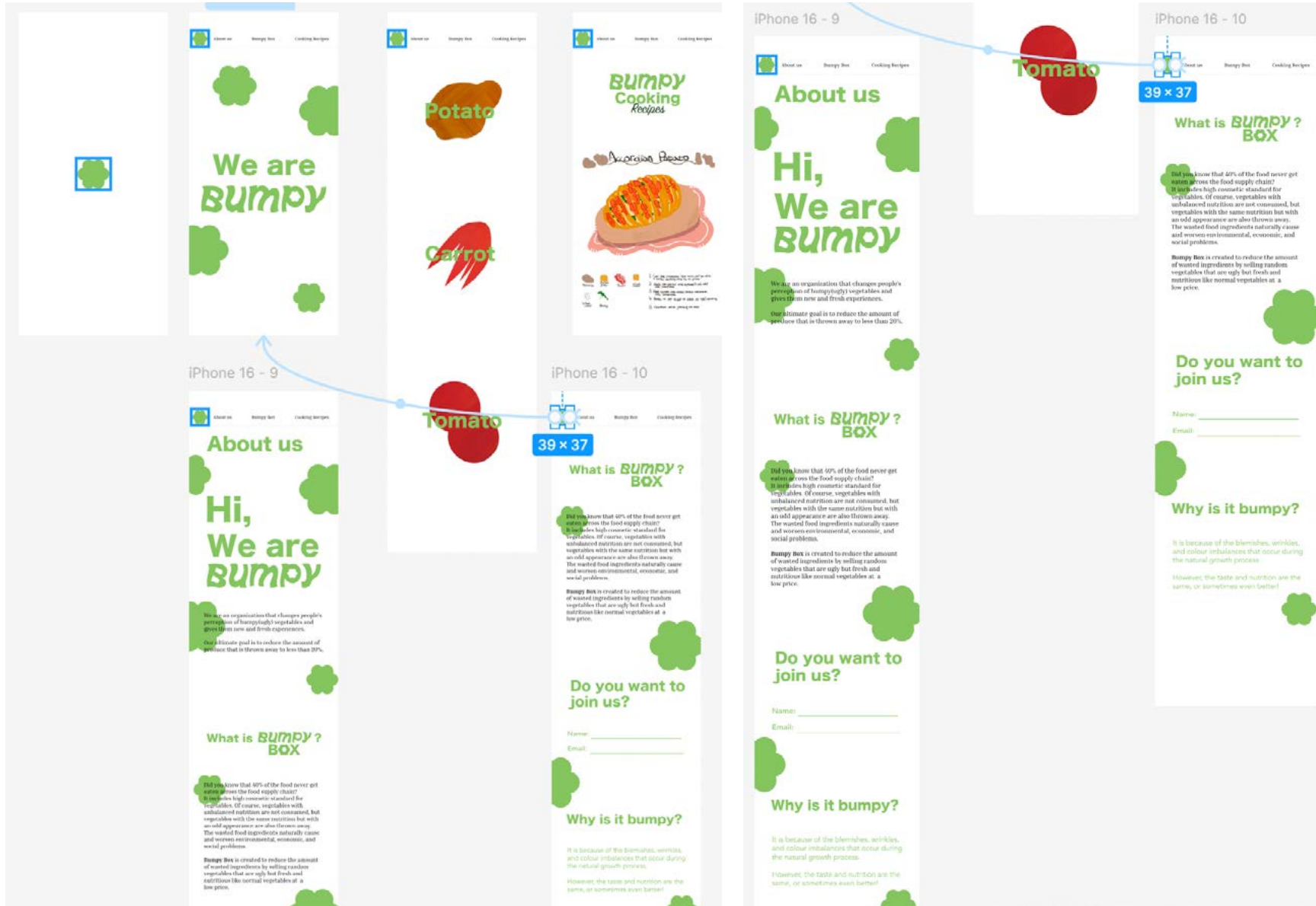
Developing for Poster Design

Feedback Analysing Developing



Developing for Web Design

Poster_Call to Action



I created a simple and clean website using Figma. It is designed for the next action when people see the poster and wonder what message is inside.

I unified the color and layout and used bumpy but regular shapes to place it in the background so that it is not boring.

FMP_Development

Only for phone
https://www.figma.com/proto/0B3vEKGU0yFI-WpvDs6QVXF/FMP_Cooking-Recipe?node-id=7-24&t=Le-Obeic2aovBA3R6-1&scaling=scale-down&content-scaling=--fixed&page-id=0%3A1&start-point-node-id=26%3A113



Chapter Outcomes

Package



Poster/Social Media Post



<https://vimeo.com/1083442331?share=copy>



Part.

ISTD

Chapter Brief

2

Milestones

Life isn't a matter of milestones, but of moments.
Rose Kennedy

The ISTD Student Assessment Scheme has reached a milestone this year; the education activity of the society has been in existence since 1975. We are now turning 50, a significant milestone.

Since Roman times a milestone has been one of a series of numbered markers placed along a road or boundary at intervals of one mile or occasionally, parts of a mile. Milestones are constructed to provide reference points along a route. This can be used to reassure travellers that the proper path is being followed, and to indicate either distance travelled or the remaining distance to a destination.

The term is sometimes used to denote a location on a road even if no physical sign is present. Alternatively, the term has been used to describe key moments in our lives, the history of our planet and historical events that have unfolded over time. The term can also be used in reference to emotional growth, stages of learning or any such topic that has an element of progression.

The brief

Choose a person, subject, or topic that can be expressed as achieving a milestone and conduct a rigorous investigation of the associated timeline to provide targeted insight and elucidate pertinent events that have played a significant role in shaping these. You may choose to focus on one particular milestone, or a series of milestones that are connected in some way. Considering ISTD's golden anniversary, you could choose to focus on a significant milestone within the past 50 years and the impact that milestone has had within a political, social, environmental, technological or cultural context.

A milestone like a rite of passage is also used to explore and describe various points in an individual's life, for any marked transitional stage, when one's social status is altered. Rites of passage show anthropologists what social hierarchies, values and beliefs are important in specific cultures.

Be inventive with your subject matter, avoid the obvious, explore the obscure, highlight the unseen. You must consider what is important to your intended audience and delivery the content in the most appropriate format(s).

Strategy and Research

You need to define a context, identify a target audience and build a strategy that rationally underpins the development of appropriate outcomes. We expect rigorous sketchbook research with evidence of your responses to the information that you uncover. We also expect to see a range of initial potential directions explored. Your sketchbook content should reflect the development of your strategic and interpretive thinking. It should be vibrant and organic – full of visual references; notations; sketches; exploration of materials and ideas.

Target Audience/Deliverables

Your project outcomes should be determined by their suitability and potential to influence your chosen target audience – as expressed in your strategy.

Submission Guidance/Requirements

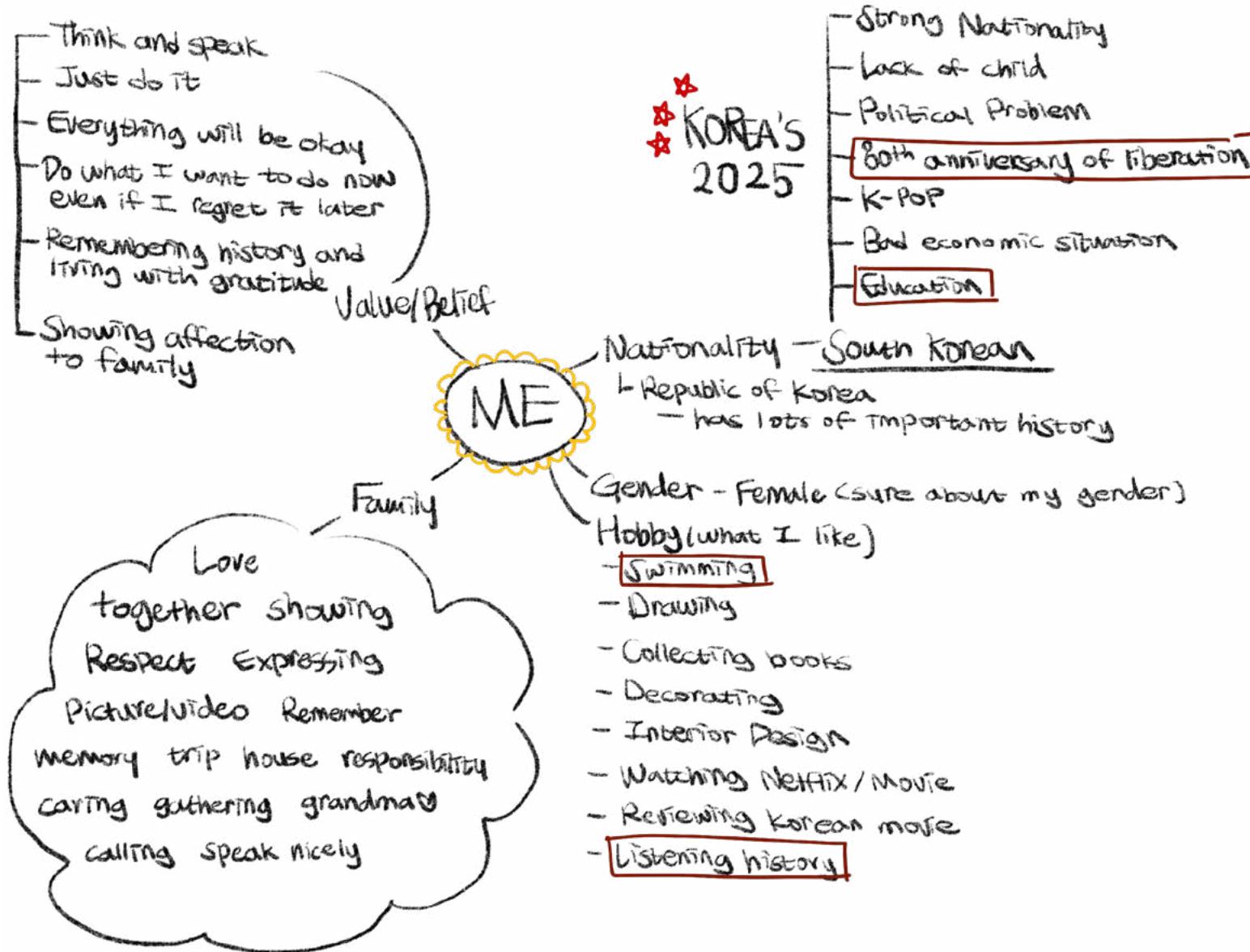
Your submission should include sufficient appropriate material to show that you have addressed the brief comprehensively and clearly expressed your design and typographic skills. It must include:

- Strategy
- Research
- Design development
- Specifications/Grid(s)
- Final outcomes

Your **Strategy and Specifications should be submitted in a single document** that will be assessed not only for its design but will incorporate the required minimum 500 words that should reflect your ability to handle text matter and information hierarchy.

Chapter Research

Idea Sketch



I organised my ideas into a mind map to create milestones that are related to me and that I can pursue with interest. As a result, I decided to create something related to Korea in 2025. The most controversial issue in Korea right now is the impeachment of the president. So naturally, I was worried about the country and came across history in the news, and I remembered that it was the 80th anniversary of liberation. So I decided on the Japanese colonial period as a milestone.

Importance of History

Why We Must Remember History

What difference does history make?

On yesterday's *Trumpet Daily Radio Show*, Stephen Flurry spoke about how American education is discarding history. Our high schools and colleges teach less and less of it, and what they do teach is usually distorted to suit present moral sensibilities and political agendas.

★ Why is this such a problem?
School teaches history less and less and it sometimes changes by political agendas and moral sensibility.

Think of senility. When a man loses his memory, he loses everything. He is disoriented; he can easily be led astray. His personality and character erode. As anyone who has witnessed it knows, it is one of the most heartbreaking tragedies possible in a human life.

The same is true of societies. The memory of a society is its history. Lose that, and you lose everything. With no common remembered past, a society has no common sense of purpose, direction, moral orientation, belonging, being. It is not a community participating in a shared story but a constellation of individuals traveling different paths. *History = memory. → lose history? = lose memory.*

Ignoring history doesn't erase its effect on us; our lives are shaped, blessed and cursed by it in countless ways. But when our society becomes senile, we don't know history and we don't know that we don't know it!

Thus, we take for granted the assumptions that frame our thinking. We are trapped in the time and culture that surrounds us, with all its bias and noise. We are susceptible to embracing proven lies as newfound truths. We apply failed solutions to age-old problems. *we repeat the same past mistakes → that's why we need to know the history.* We unwittingly repeat humanity's past mistakes. We have no sense of where our choices may lead—even when the answers have been recorded at the terrible cost of ruined empires and ruined lives. And we lack the humility that comes from recognizing the mere pinprick of time we inhabit in the panorama of history.

America has lost its memory. (Interestingly, the ancient progenitor of the American people was named Manasseh, which means "causing to forget" or "one who forgets.") We are experiencing all the disorientation, disruption, fragmentation and tragedy that results.

One reason for this trend that Mr. Flurry mentioned in his radio program is that so much history falls afoul of what I recently called "the New American Morality." Today's educators have become excellent at pointing out the sins of others. Historical figures are particularly easy targets, because nobody in human history has lived according to the remarkably stringent and unforgiving dictates of the Left's new moral code, with its intolerant condemnations of all conceivable forms of intolerance, even those practiced by God Himself.

So educators can easily demonstrate how they are the moral superiors of everyone who came before them in Western civilization. They can show how every supposed hero of Western history was actually a villain. But they have no interest in learning anything from them. What could a slave-owner like Thomas Jefferson possibly teach us? What could we gain from studying an imperialist like Winston Churchill? So the thinking goes. They feel no gratitude for what those people built, and from which they benefit. They feel only self-righteous indignation and disdain for their supposed sins.

Right study of history begets humility. Their view of history inflates arrogance.

I'm reminded of an essay by Marcus Aurelius in which he, point by point, enumerates the people in his life for whom he owed appreciation for the virtues they taught him. *From my grandfather I learned how to govern my temper; from my mother I learned abstinence from evil thoughts; from the teacher Rusticus I learned that my character requires improvement and discipline*—that sort of thing, page after page.

Think of the mindset such an exercise would require: extraordinary awareness of what is truly important to you; extraordinary recall of sources and origins; extraordinary respect for and gratitude toward superiors and instructors; extraordinary humility to scrupulously give proper credit.

It struck me as an extreme opposite of the mindset of today's moralizers, who would trash the very history that made them and consider it an act of virtue.

★ History provides specific lessons that can inform our decision-making, both individually and nationally. It fortifies us to face hardships with resolution. It provides a realistic sense of just how cruel human nature can be, and the magnitude of the effort needed to conquer it. And it is extremely prophetic, as it tends to play out in repetitive cycles. *For knowing future, we should know history.*

History is vital to a nation's survival, just as memory is to an individual's. We are casting aside fundamental, painful lessons that man has written time and again. Daily we see the tragic, maddening results: constantly shifting standards; sweeping social change; willing acceptance of known lies; the domination of the loudest voice in the room over the most truthful voice; growing arrogance and declining humility; short-term political victories scored at cost of principle; repudiation of virtue; redefinition of victory; appeasement of dictators in pursuit of peace. We have forgotten the disasters that accompany moral decline and the loss of absolute truth. We have forgotten the dangers of statism. We have forgotten the tendency for revolution to produce mob rule, for democracy to surrender to tyranny. We have forgotten how victory tends to lead to prosperity and then devolve into decadence and decay.

We have forgotten just how fragile great nations and empires can be. We act like they can withstand any amount of abuse and assault, and emerge the better for it. We forget that empires fall. We forget how volatile and dangerous the world can be in their absence.

Read Gerald Flurry's article on this subject, "The Law of History." It beautifully explains why history is vital to survival. Better yet, read the book in which Mr. Flurry put this article as an appendix, *The Former Prophets: How to Become a King*. It draws many spectacular lessons from the history in the biblical books of Joshua, Judges, Samuel and Kings, and shows how that history is actually prophecy for us today.

Review of Why We Must Remember History

Previous research explains that forgetting history is like forgetting our memories. If we have memories, everything, including our values, life direction, and morality, can flow properly. However, in modern times, history is sometimes distorted for various reasons, and people do not try to learn history properly.

History repeats itself, and we cannot properly overcome similar events that repeat themselves without knowing history. That is why we need to know history to know the future (Hilliker, 2018).

Why Student Hate History?

Next, I researched why modern young generations and students do not like learning history.

The first reason is said to be the boring teaching method (Strauss, 2017). History classes often focus on memorizing chronological facts and dates, which does not interest students. Another reason is the lack of interest in the subject and concerns about job prospects. In addition, history is perceived as a simple memorization subject for students, so they focus on memorization rather than understanding (Strauss, 2017).

What's Next?

Regarding this issue, I need to think about how I can make the young generations feel that history is not something to be simply memorized, but something to understand the present and the future. Also, I need to think about what kind of design I can use to interest them.

Japanese Colonial Era



Figure. 21 Japanese Colonial Era Research (2024)

Summary of This Period

In the late 19th century, Japan drove out the Qing Dynasty and expanded its influence in Joseon. Then, in 1905, through the Eulsa Treaty, Joseon was designated as a protectorate, and Ito Hirobumi was appointed as the Resident-General. In 1910, Joseon lost its sovereignty and the Japanese colonial period began when the Government-General of Korea was established. In the 1910s, Japanese soldiers ruled Joseon with oppression and suppressed the education of the Korean language. Then, on March 1, 1919, the Independence Movement took place.

After this, Japan, shocked by the situation, switched to cultural rule in the 1920s. During this period, armed independence movements such as the Uijeoldan were active. Then, after the Manchurian Incident in the 1930s, Japan's invasion of the continent intensified, putting strong pressure on Joseon. In the 1940s, the Pacific War broke out, and Joseon's youth were forcibly mobilized to the battlefield, and the comfort women issue, in which Joseon women became sexual slaves for the Japanese military, arose. After that, in 1945, the United States dropped the atomic bomb on Japan, Japan lost the war, and Korea was liberated.

Comfort Women Issue

Figure. 22-24 Comfort Women (2013)



The grandmothers who were forced to work in comfort stations during the Japanese colonial period have yet to receive a sincere apology and are still waiting for one. They are spending the rest of their lives in a nursing home next to the museum where their history is recorded, but their numbers have dwindled. They were said to have been forcibly taken away by Japanese men in their teens and forced into sexual slavery in China. It is estimated that up to 200,000 women worked there, most of whom were Korean. The issue became known in 1981, and 234 comfort women victims in Korea have spoken out (Williamson, 2013).

These incidents have been largely forgotten by modern people. How can I make people interested in our history?

Fighter for Independence

Figure. 25-30 *Fighter for Independence* (n.d.)



Kim Gu
Independence activist and politician. During the Japanese colonial period, he was mainly active in the Provisional Government of the Republic of Korea, and after the liberation on August 15, he worked to establish an independent unified government.



Kim Jwa-jin
An independence activist and soldier who fought in an armed independence movement against the Japanese. As the commander-in-chief of the independence army, he led the victory in the Battle of Cheongsanri against the Japanese regular army.



Ahn Chang-ho
An independence activist and educator who was active in the late Joseon Dynasty and the Japanese colonial period. His pen name was 'Dosan.' He led educational activities to cultivate the nation's strength and the independence movement to regain our country's sovereignty.



Ju Si-gyeong
A Korean linguist and educator who was active in the late Joseon Dynasty and the Japanese colonial period. He studied Korean language and taught it to the public to enlighten.

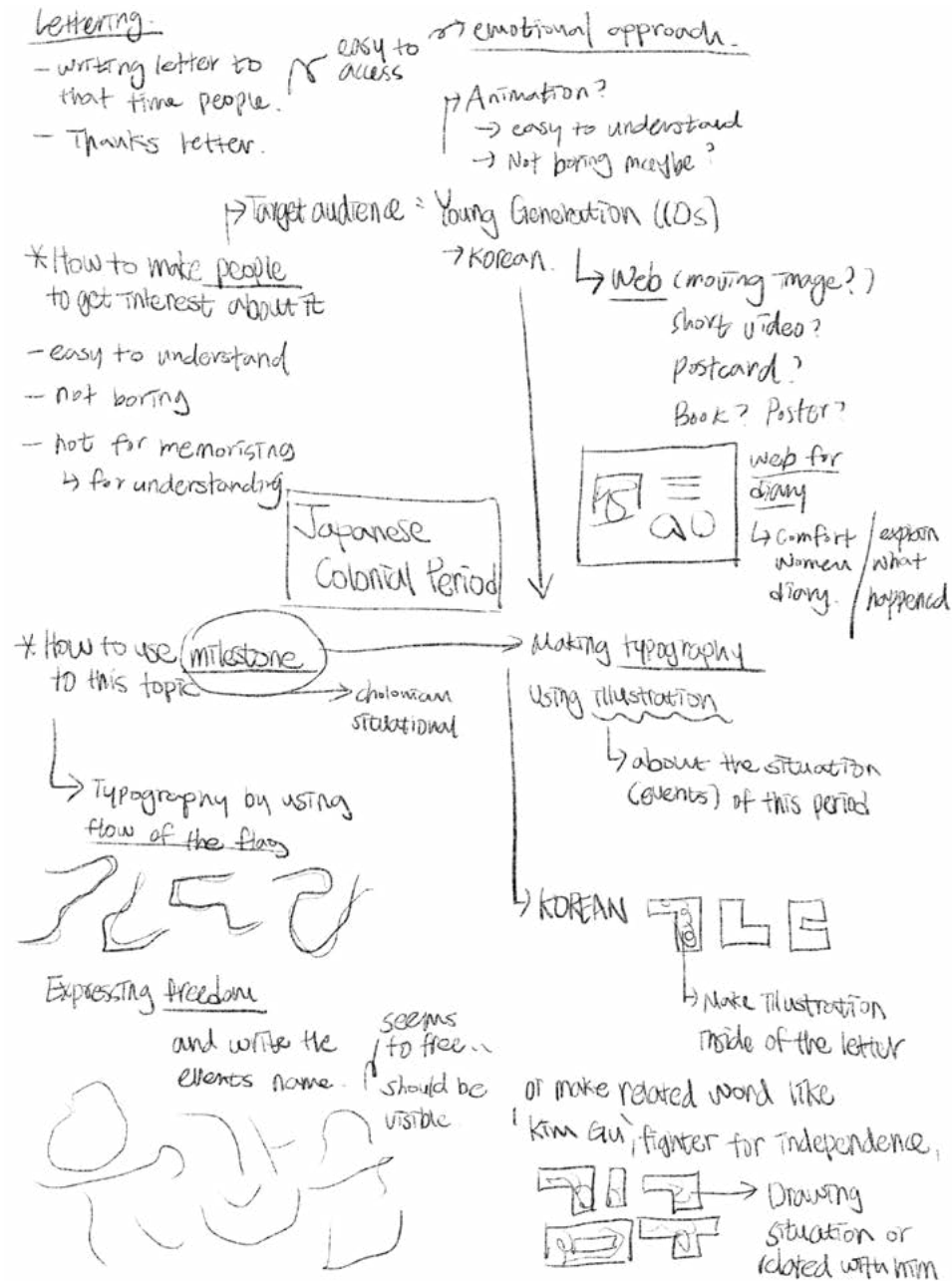


Yun Bong-gil
An independence activist who was active during the Japanese colonial period. In 1932, he threw a bomb at a ceremony celebrating the emperor's birthday and victory in the war at Hongkou Park in Shanghai, causing damage to the Japanese.



Yeo Woon-hyung
An independence activist and politician. He started his independence movement through Shinminhoe activities and patriotic enlightenment movements, and when Japan declared its surrender in the Pacific War in 1945, he formed the Joseon National Foundation Preparation Committee and prepared to establish a government.

Idea Sketch



Inspiration

I wanted to design typography, so I looked for illustration letter designs. Also, I found a design that freely blends letters with illustrations and each theme.

The point here seems to be whether the letters and illustrations are naturally in harmony (Figure 31-32).

Figure. 31-32 Inspiration of Typography



Showing my Idea

National Liberation Day (Japanese colonial period)

Project Background

I thought that when we remember the history, it should not be a simple chronology or a list of events, but should remain as a living, breathing story in people's memories.

The Japanese colonial period was the most intense and painful time in our history, but it was also a time when we had the most fervent hope for independence. However, today, the stories of that time are becoming increasingly blurred and fading from our memories. This book does not simply record history, but visually reinterprets our history and memories and conveys them in a new way. Not forgetting the past gives us the power to create the future. I hope that this book will become an opportunity that vividly recalls our history and memories.

Project Target Audience

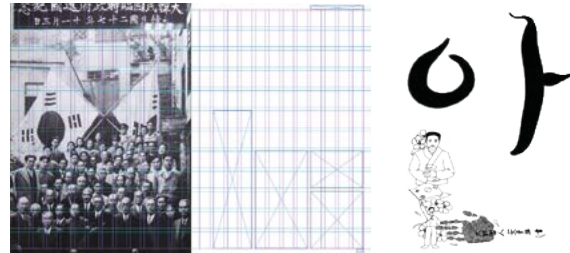
Korean general public (who live forgetting history)

Project Expected Outcome

I will use keyword-centred illustrations to increase legibility and utilize a story-based timeline design to make complex events easier to understand. In addition, as it is a historical event, I will harmoniously arrange black and white photos with modern colours and layouts.

What's Next..

- Organize what content to include, and ey stories by chronology and draw illustrations and types that match.
- Determine what colours and how many colours to use.
- Choose photos to include in the book, edit them, and create posters.
- Layout design.



A type of experiment inspired by the sight of the Taegeukgi (Korean national flag) waving



Korean letter 'ㄱ' created with an illustration of independence activist Yu Gwan-sun.



Korean letter 'ㄴ' created with an illustration of independence activist Ahn Jung-geun.

Feedback of 6th March

Feedback from David

: Is there any reasons why some people choose to forget these part of events?

: Can you get some perspective stories from women that went through these events?

-> like read diaries for example

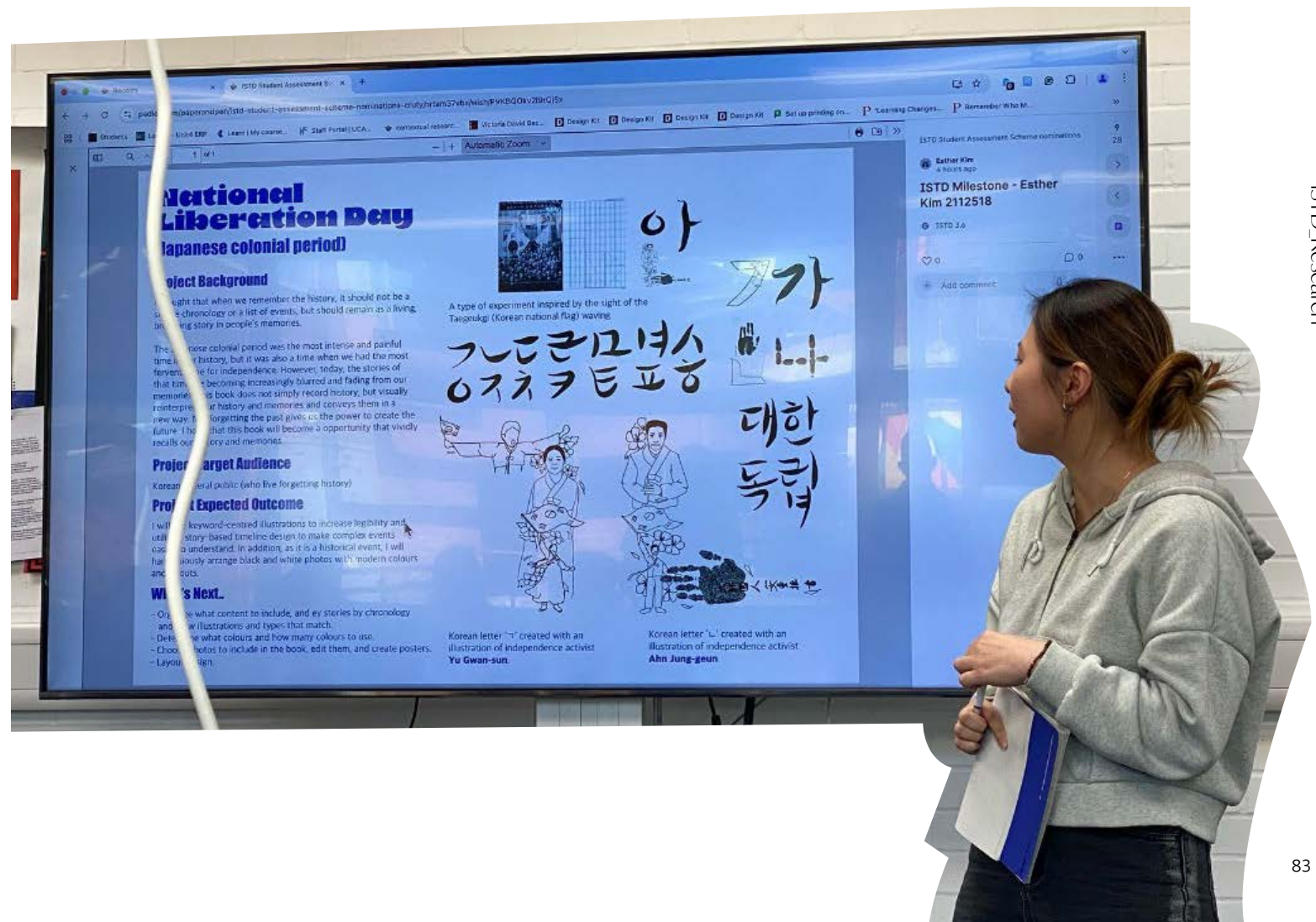
-> whould be history from your relatives or from online media (documentary or books)

Feedback from Alex

: You would start your milestones from the day where liberation happened and then show how to modern society are kind of forgetting of this important event that kind of destroys to celebration and important of the liberation day.

After presenting the overall direction of my ISTD project on 6th March, I received feedback on how to show the importance of the anniversary, another perspective, and people's forgetfulness of this events. I thought that the topic of the Japanese colonial period could be divided into too many perspectives.

I thought that the story of the Liberation Day and what events we went through since then to get to where we are now would be more interesting and people would be interested in it. I also thought it is more appropriate for the theme of milestone. So, I changed the topic from the Japanese colonial period to the 80th anniversary of liberation.



Idea Sketch

KOREA

- Taegeukgi (national flag)
- Mugunghwa (national flower)
- Hangeul (Korean Alphabet)
- Aegukga (national Anthem)
- Hanbok (national traditional cloth)
- Taegeuk pattern

15th August 1945

80th Anniversary of Independence Day

Feeling (emotions)

- freedom - Responsibility
- Peace - Unity
- Hope - Pride
- Gratitude - Dream
- Remembrance
- Justice - Future
- Solidarity - Connection

Declaration of Independence

Liberation - Anti Japanese

Independence movement

provisional - Japanese occupation Government

Homeland

Emancipation

Independence Fighter

Physical Event / Festival

- Walking (marathon) → making pamphlet on the road → People can walk that way and read info.

- Making postcard to fighter → for the independence → But seems more about colonial era → At school. (Educational)

Book

- Explain + 1945-2025 using postcard? design and something more design elements

*AR/VR Booth

- turn the video (the thing) from independence day to now
- Educational (Good idea)
- not boring
- understanding well
- giving experience.

Web

- Diary form → 1945-2025 → Important event among that period. → Should make concept nicely

making typography for using design form.

about independence day of Korea.

IDEA

ISTD Research

I changed the design idea to a concept to celebrate the 80th anniversary of liberation. I think I can better utilize the milestones from liberation to the present. I thought that the 80th anniversary would be better if we showed how we have lived since liberation until now rather than what happened during the Japanese colonial period.

Modern Korean History after Liberation

List of key events from liberation to the present



Figure. 33 From Liberation to Present (2025)

1945 - Liberation

On August 15, 1945, Korea was liberated with Japan's unconditional surrender, but the Korean Peninsula was divided as the US and Soviet forces occupied the North and South, respectively.

Although liberation brought joy to Koreans, they soon faced political chaos and the reality of division due to the ideological conflict between the left and right and the influence of foreign powers.

1948 - Government Establishment

On May 10, 1948, a separate general election was held in South Korea, and on August 15, the Republic of Korea government was established with Syngman Rhee as the first president. In response, North Korea established the Democratic People's Republic of Korea on September 9.

1950 - Korean War

On the dawn of June 25, 1950, the North Korean army invaded the South, starting an all-out war. Initially, the North occupied Seoul, but the Incheon Landing Operation and the South Korean army counterattack turned the tide of the war. Afterwards, the Chinese army intervened, prolonging the war and ending in a ceasefire in 1953.

1960 - 4.19 Revolution

The corruption, fraudulent election (March 15 fraudulent election) and political oppression of the Seungman Lee regime caused public discontent. In particular, the death of high school student Kim Ju-yeol sparked the anger of Masan citizens, and on April 19, large-scale protests by university students and citizens took place across the country, including in Seoul, leading to President Seungman Lee's resignation.

1972 - The Revitalizing Regime

On October 17, President Park Chung-hee dissolved the National Assembly, suspended some of the functions of the Constitution, and issued a special presidential declaration that included a halt to political activities, thereby establishing the Yushin Constitution. As a result, he was able to serve an unlimited number of consecutive terms and strengthened his authoritarian rule.

1980 - Gwangju**Democratization Movement**

After Park Chung-hee was assassinated in October 1979, Chun Doo-hwan, who took power, strengthened his military dictatorship by expanding martial law and controlling the press. Resistance to this arose in Gwangju, and on May 18, 1980, the uprising that began with a demonstration by Chonnam National University students continued for more than 10 days, leading to organized resistance by the citizen army.

1987 - Democratic Movement of June

After the government's cover-up was revealed following Park Jong-cheol's death, protests began nationwide on June 10, and voices demanding "abolition of the constitution and amendment to a direct election system" grew louder. Finally, the direct presidential election system was accepted through the June 29 Declaration.

1988 - Seoul Olympic

As Korea entered a period of economic growth and democratization, it pursued the hosting of the Olympics in order to raise its national status on the world stage, and the 24th Summer Olympics were held in Seoul in 1988.

1998 - IMF

At the end of 1997, the Korean government requested a bailout from the IMF, and large-scale restructuring and austerity policies were implemented. Four major restructurings were implemented in the corporate reorganization and financial, corporate, public, and labor sectors, and unemployment and suicides increased rapidly. During this period, a gold collection campaign was also held, and it ended completely in 2001.

2018 - 3rd North-South Conference

On April 27, 2018, President Moon Jae-in and Chairman Kim Jong-un held a summit at Panmunjom and promised permanent peace and denuclearization of the Korean Peninsula through the Panmunjom Declaration.

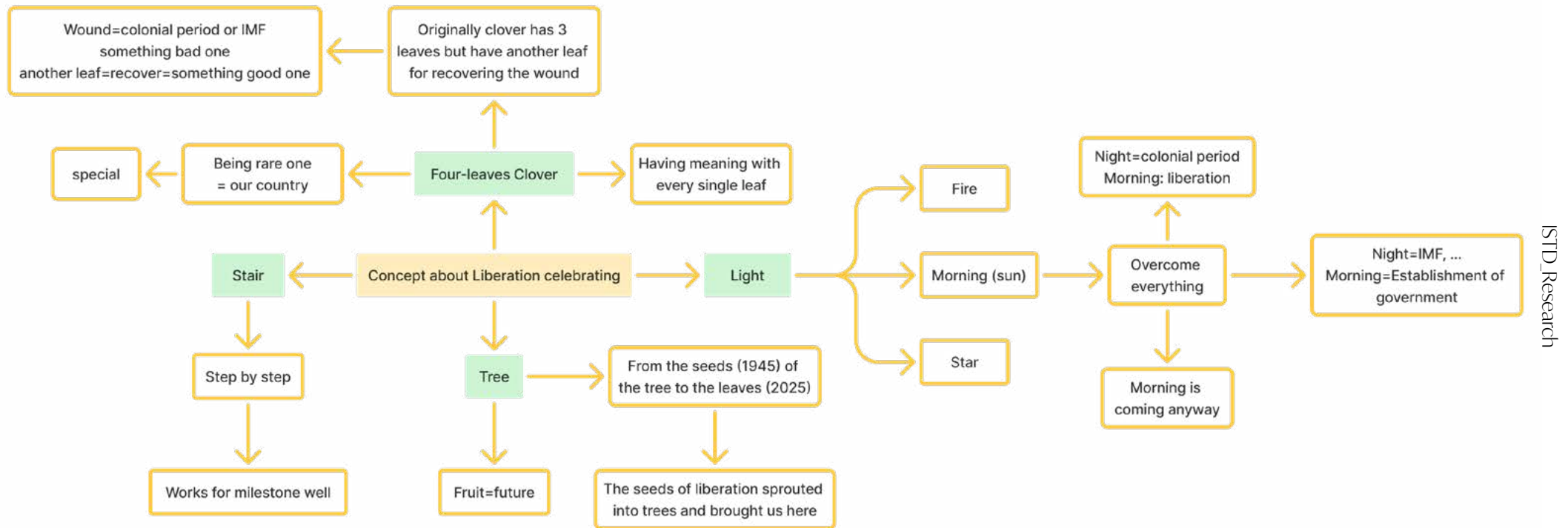
Self Reflection

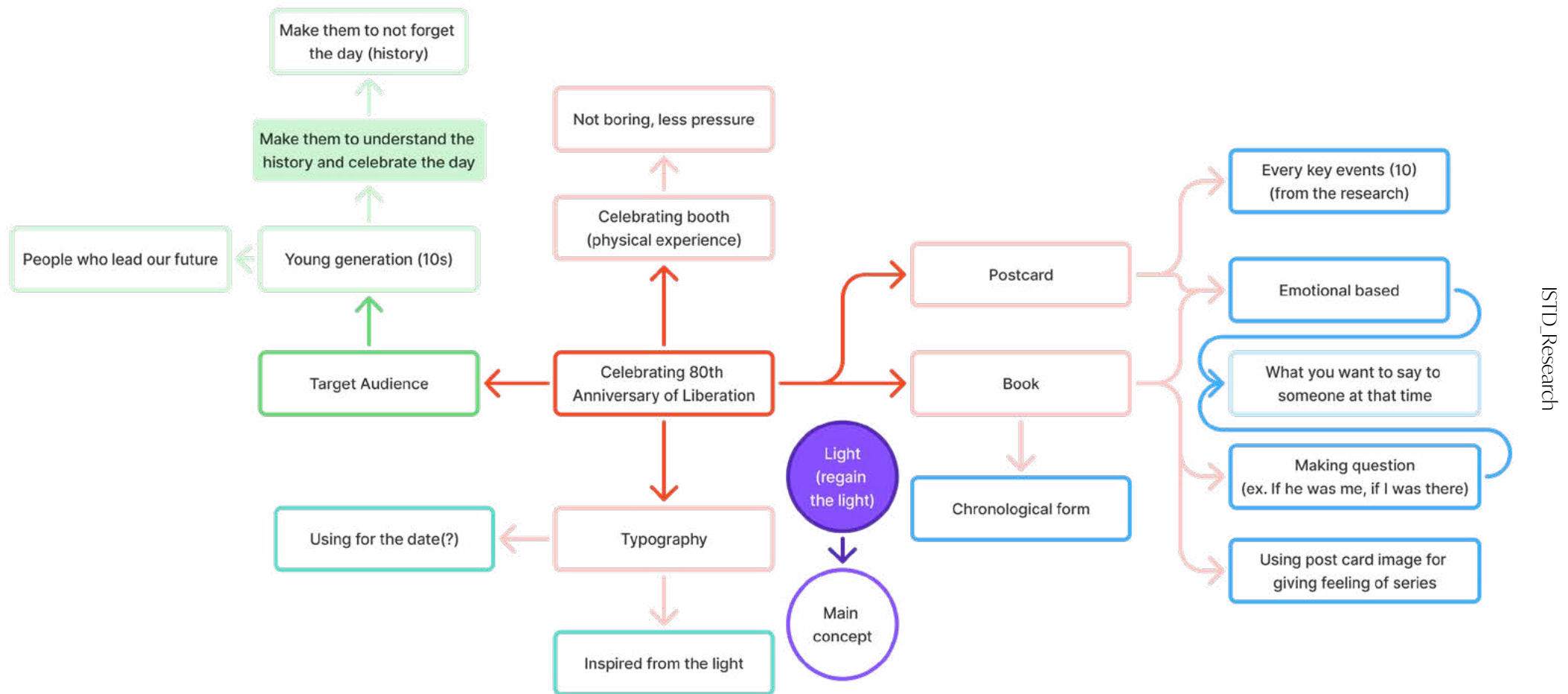
After doing this research, I became more attached to my country. Even though we regained the country that was taken by another country, the trials continued and there were many more difficult days than good days. I think that when the younger generation sees and understands this information correctly not just for memorizing, they will love their country more and become talents who will lead the future.

What's Next

Now, I think I can create the design I want to make with this information. Also, before starting the design, I must first decide what kind of concept direction I will have for the design.

Concept of my Milestone





Case Study

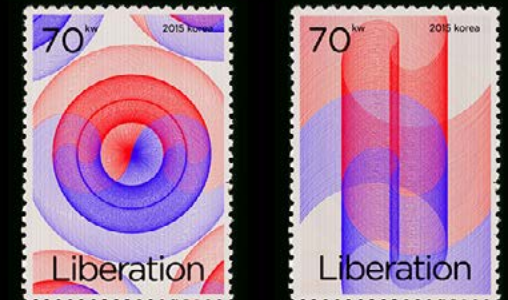
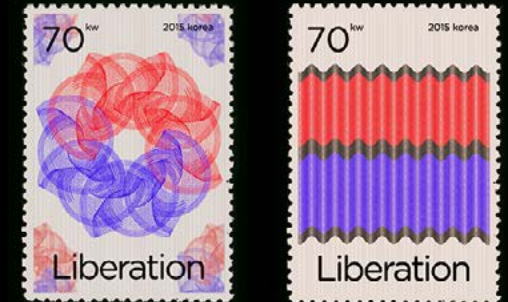
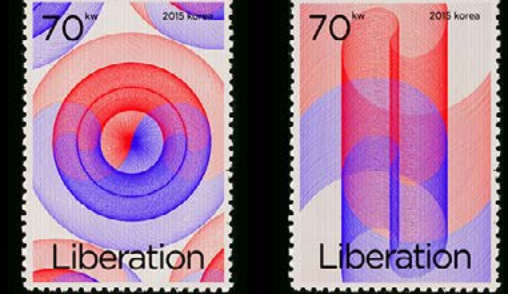
70th National Liberation Stamp

Lee created a stamp inspired by the shape of the Korean national flag to celebrating the 70th anniversary of liberation. I could see that the appropriate use of colours and lines gave the stamp a mysterious and strong Korean traditional feeling. I think this stamp really well expressed the atmosphere of the national flag fluttering in the wind and flowing.

I think I can experiment with the use of colours related to Korea, such as red or blue, when I design.



Figure. 34 70th National Liberation Stamp (2015)

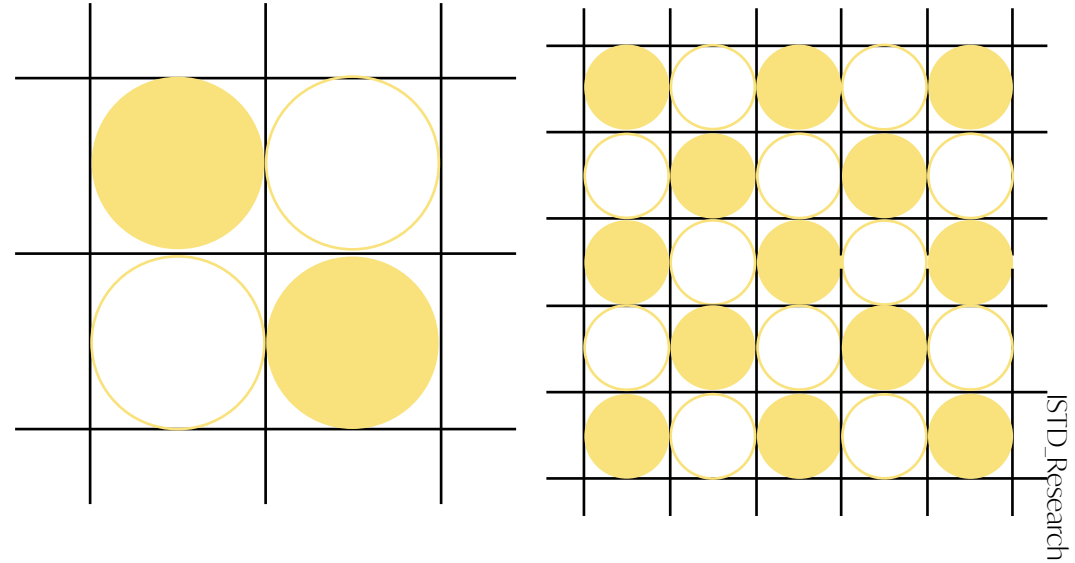


Inspo for Typography

Korean National Independence Day means 'Regains the light' in Korean



Figure. 35 *Inspo of Light* (n.d.)



The direct translation of the meaning of 'Gwangbok' in Korean is 'Recovering Light', so I chose light as the main theme. When I visualize light, the shape that comes to mind is a circle. So, I think I can connect circles to each other to make lines and then create letters with those.

What's Next?

After conducting an experiment to create letters by connecting circles with lines, I will check if it is suitable for writing Korean characters.

Inspo for Typography

Concept of the Post Card

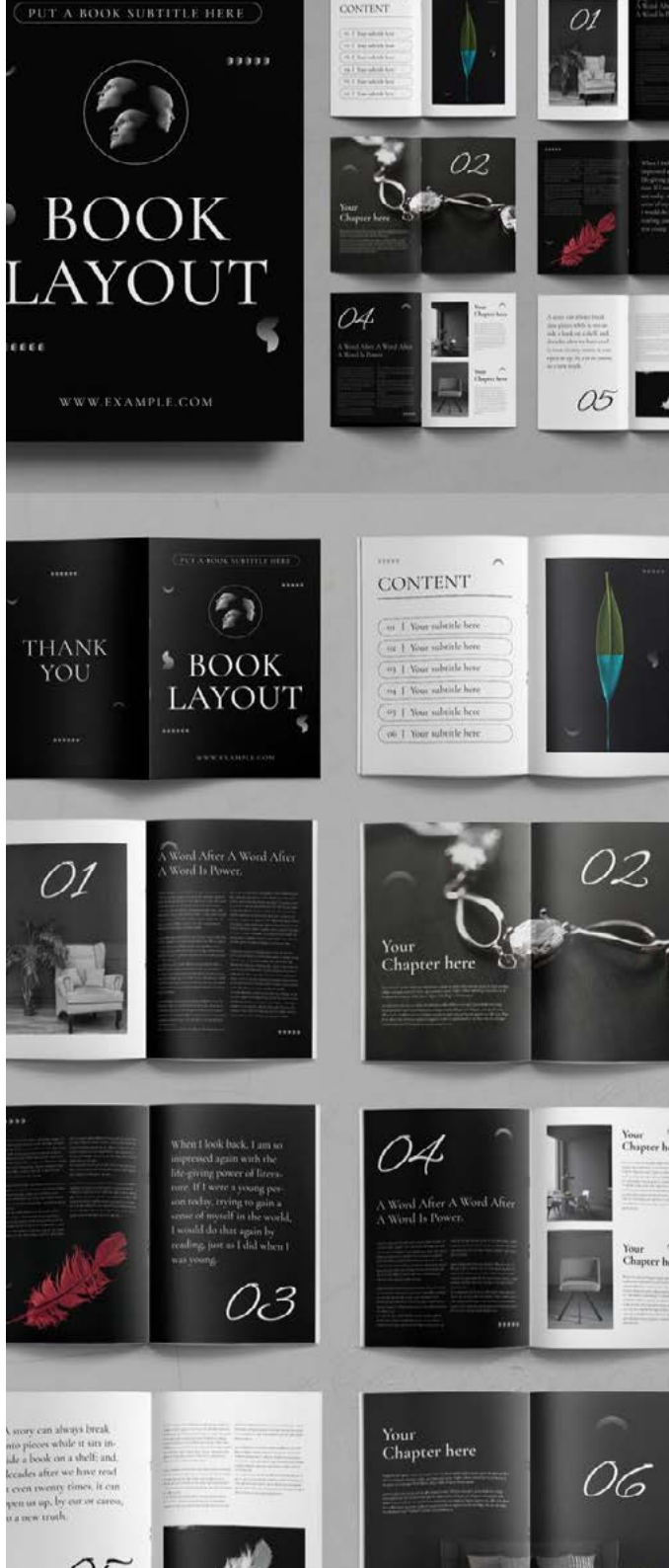
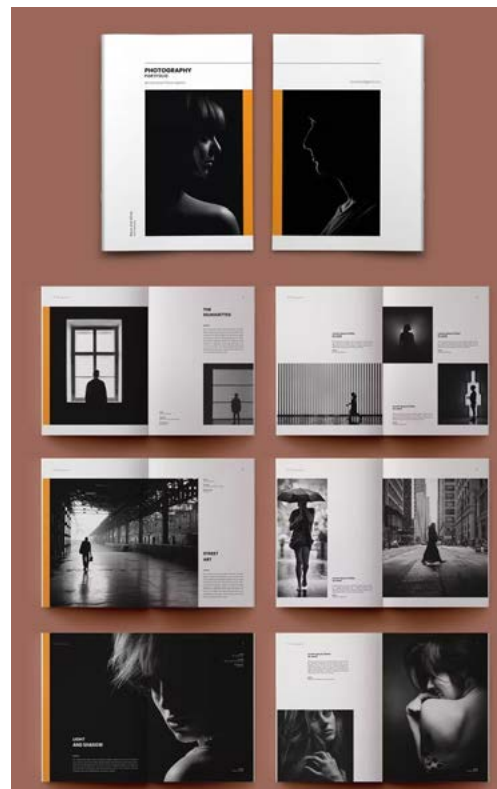
I want to give the feeling of this kind of light coming into the actual photo in the design I make. I want to express the meaning that no matter how difficult the time and situation were from liberation to the present, we can always overcome it with this kind of light.

Dark or black and white backgrounds are well matched with that light effects.

Since the target audience is teenagers, it is a good idea to go with colourful and modern designs, but I want the audience to feel a little bit of that period's atmosphere in the design. That is why I will mainly use black and white or dark colours rather than bright ones.

What is needed for these photos is an actual photo from that time and Photoshop skills.

Figure. 36 *Inspo of Postcard* (n.d.)

Figure. 37-38 *Inspo of Book Layout*

Inspo of Book Layout

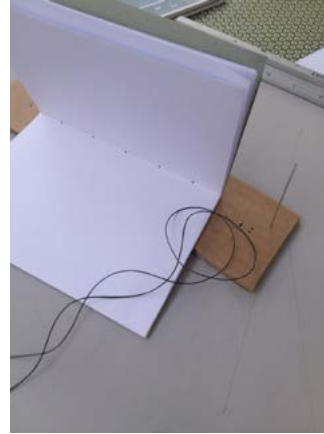
Simple but also photo-based

I wanted the layout of the book to be easy to read and clean, and to make the photos stand out more than the text. There were many layouts that focused on photos in Figure 36-37, and I think I can experiment with various layouts by referring to them. Also, I was going to put photos on one side and text on the other side, but after looking at this reference (Figure 36-37), I thought it would be okay if the photos went over half a page.

I think that referring to more useful and diverse layouts while searching for it rather than the layouts I have in my head helps me learn more.

Chapter Experimentation

Book Binding



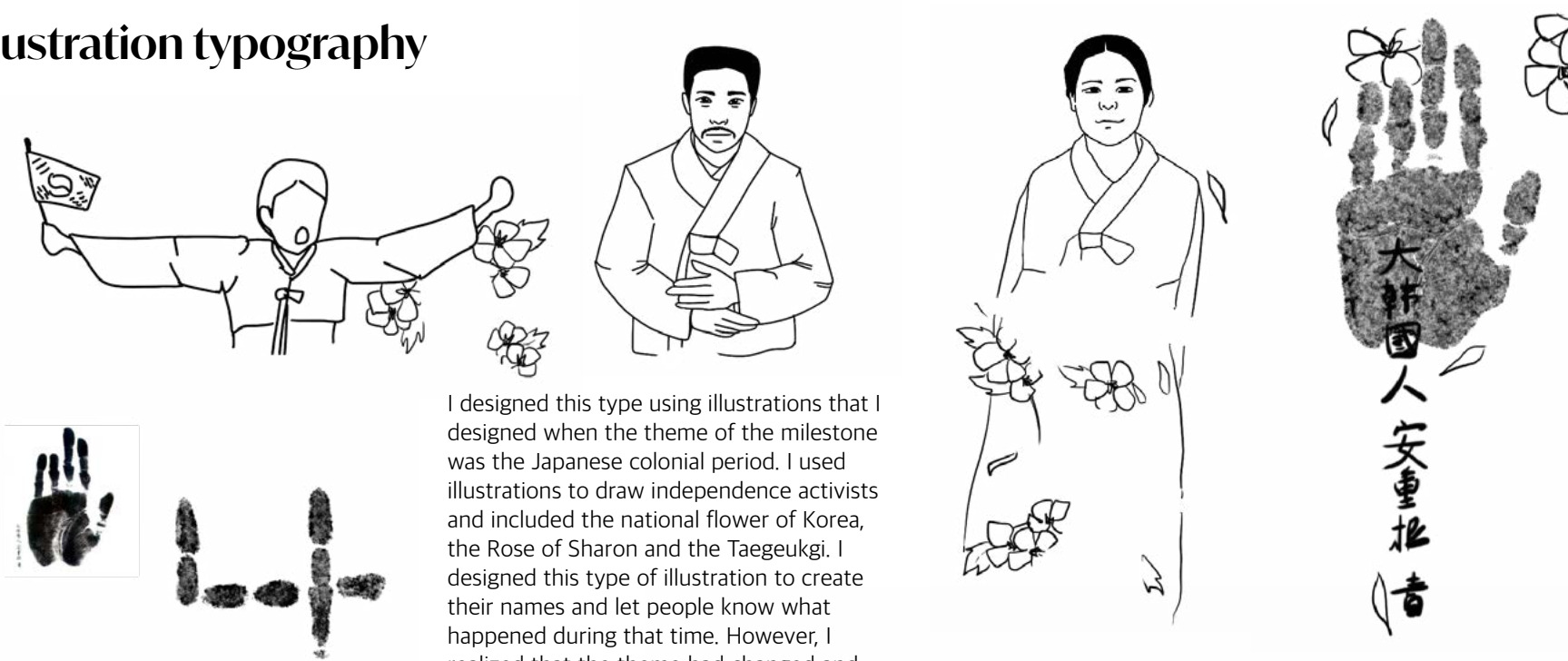
ISTD Experimentation

I participated in a book binding workshop to make a book. In this workshop, I learned about the properties of paper and the direction in which to cut the paper for book binding. Also, as I went through each process, I learned how books are made. Since this workshop was a hard book cover workshop, it was a good opportunity to make a solid cover as well.

I still don't know what kind of book it will be or what kind of binding it will be for my final outcome, but I learned new techniques that I can use as a designer at any time.

Type Experimentation

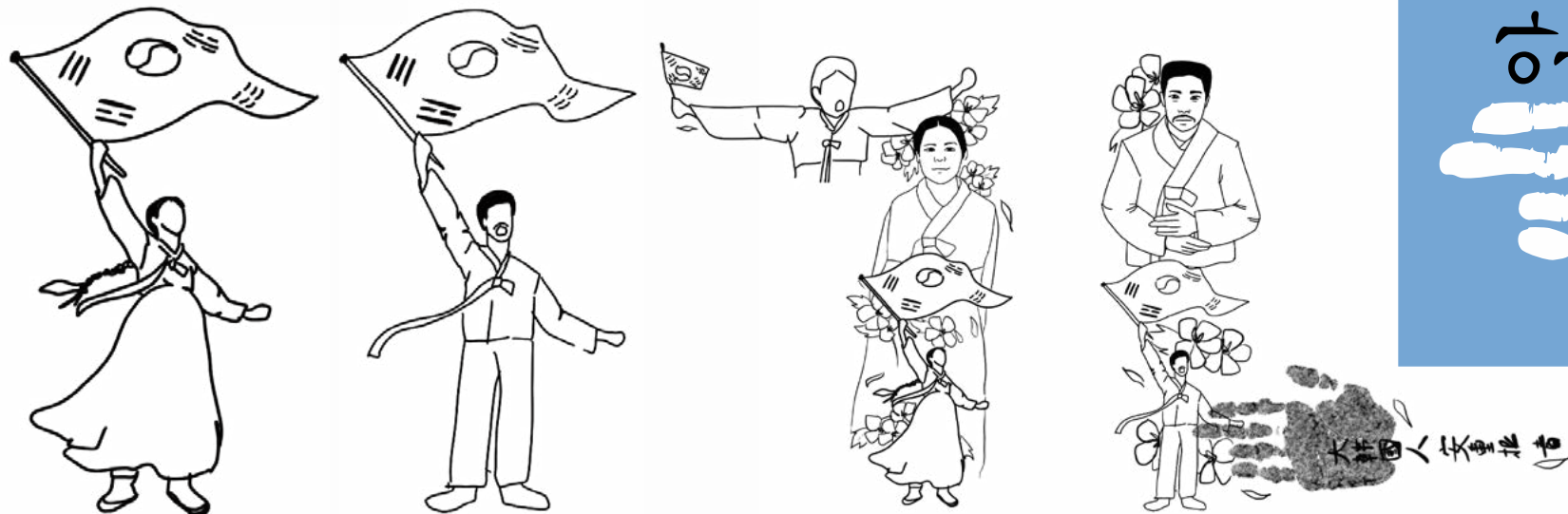
Illustration typography



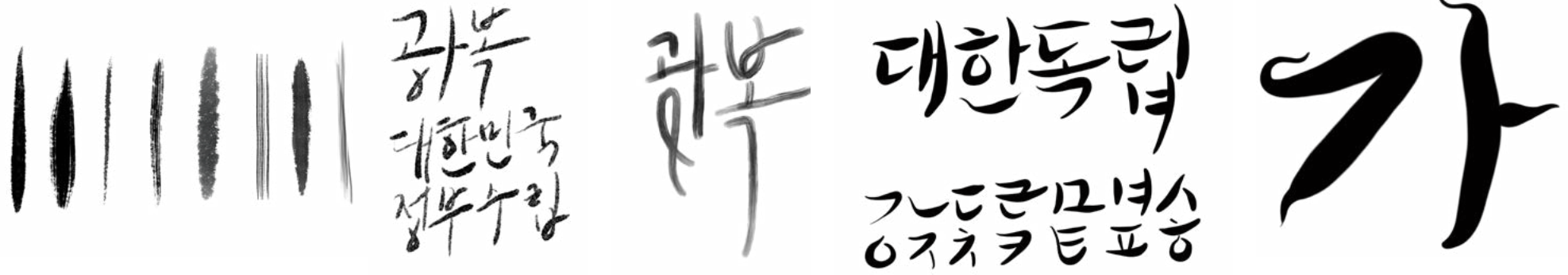
I designed this type using illustrations that I designed when the theme of the milestone was the Japanese colonial period. I used illustrations to draw independence activists and included the national flower of Korea, the Rose of Sharon and the Taegeukgi. I designed this type of illustration to create their names and let people know what happened during that time. However, I realized that the theme had changed and there were limitations in drawing illustrations.

大韓國人安重根

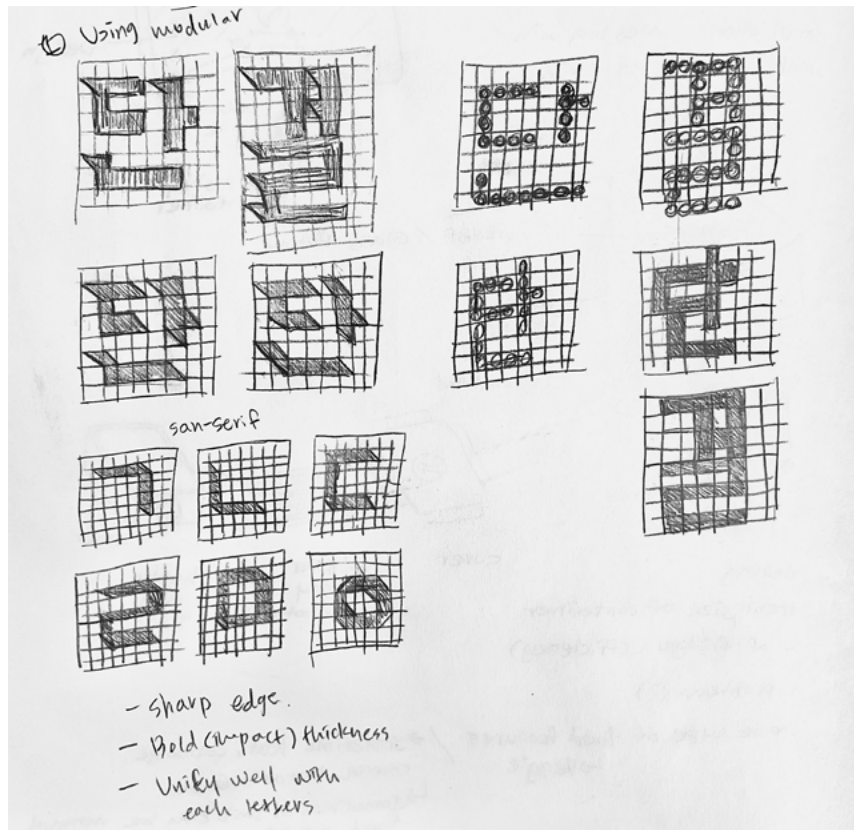
大韓國人安重根



Flag Flow Typography



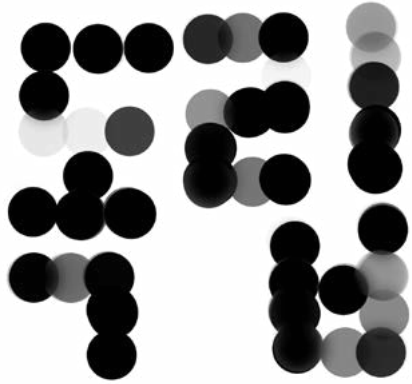
Using Fontstruct



This typography experiment was also designed to fit the previous concept. After figuring out the thickness, feeling, and texture of the pen and the brush, I scattered the letters to express the shape of the national flag waving in the wind. Then, I made letters using the waving shape on a site called Fontstruct.

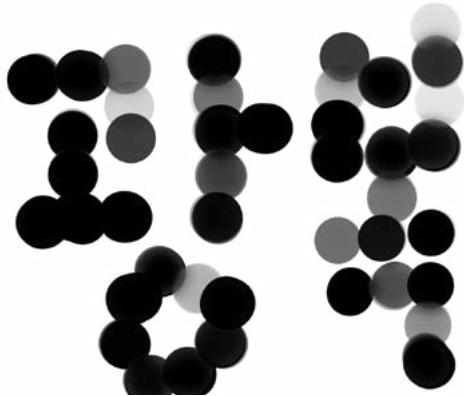
As a result, I didn't make letters that I liked, but I think I expressed the waving of the national flag a little bit.

Typography Inspired by Light



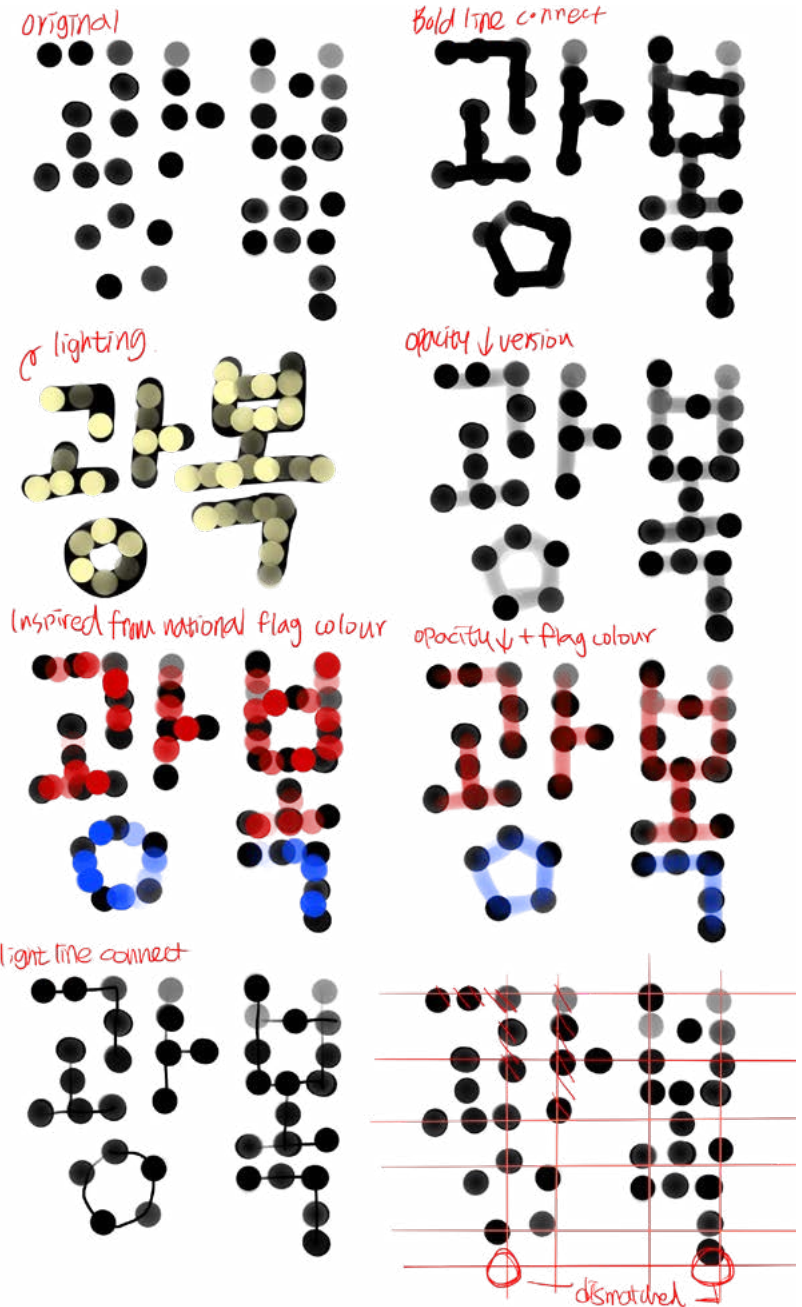
This typography was inspired by the shape of light. Like the circular light that we can see when we take a picture, some circles are bright and some are dark, and all have different brightness contrasts. By doing so, I tried to make it look like a font made of light. Also, I continued to experiment with various colours and methods.

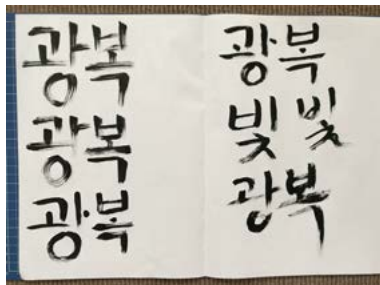
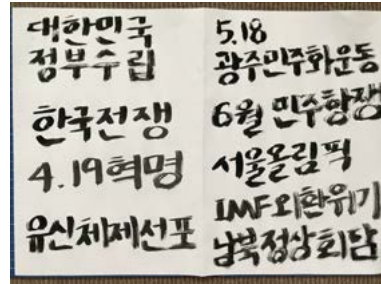
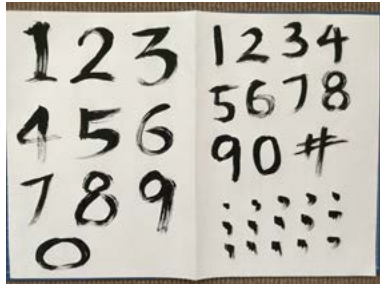
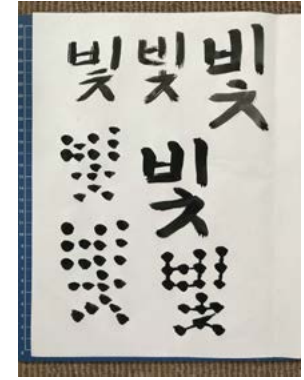
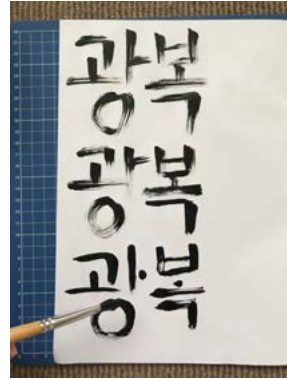
Self Reflection



When the dots were all separated from each other, it was difficult to recognize which letter was it, but when they were connected, the letters were easy to understand.

I also changed the colours, but since there were only two colours for the national flag, this letter meant the national flag, and it didn't look messy. However, I thought that it would look best if it was connected neatly with light lines.

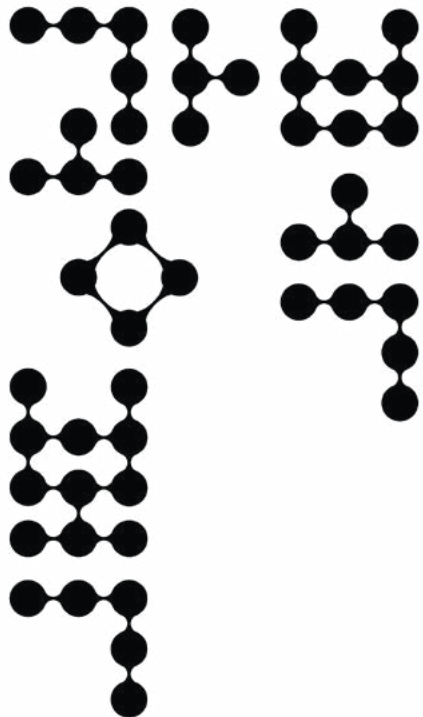
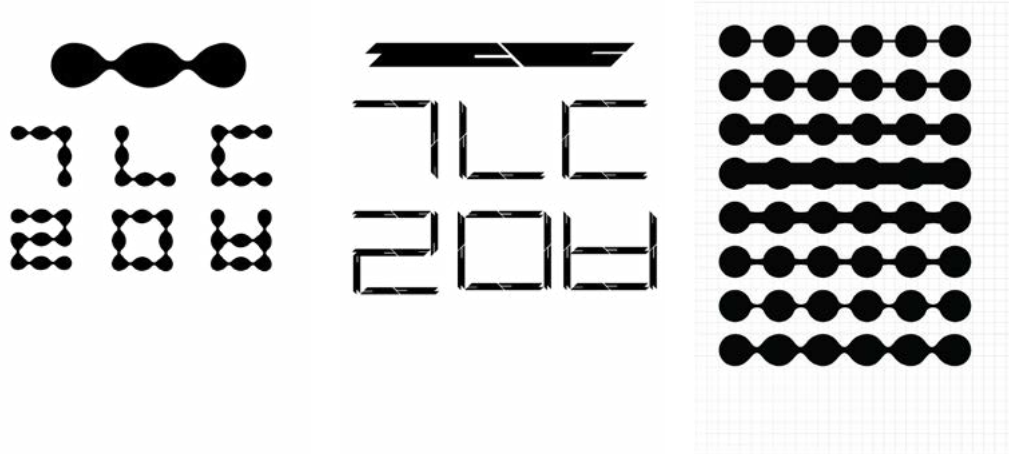




I conducted another experiment with Korean-style calligraphy. I continued to explore to find a suitable font for introducing history. I also explored dot-shaped letters like the shape of light. I thought that the shape and pattern of the Taegeukgi (national flag) could be used in letters or my design, so I wrote them together.

As a result, the texture and shape of calligraphy went well and harmonious with the category of history. In addition, I was able to decide what kind of typography to make.

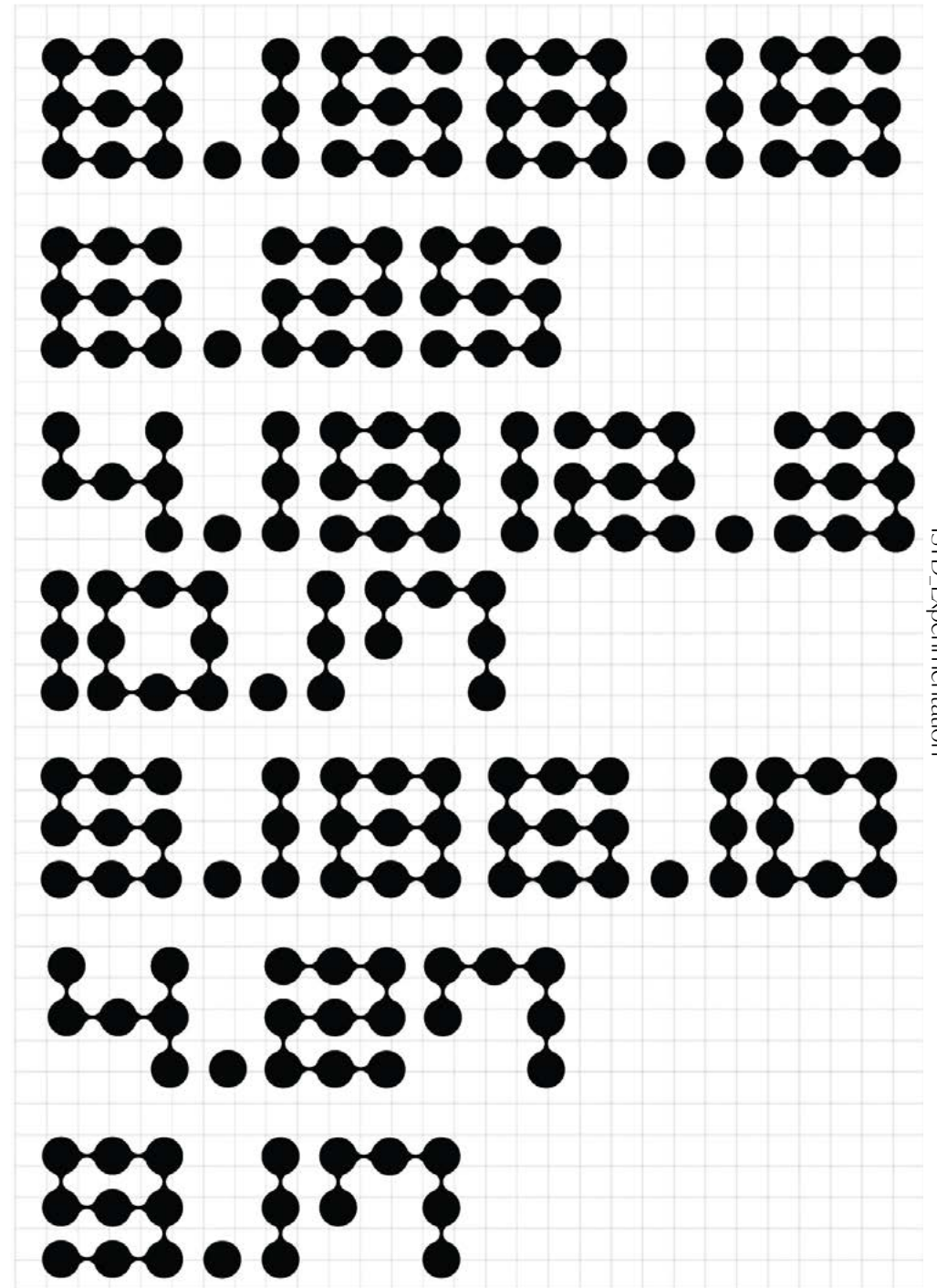
Light Typography

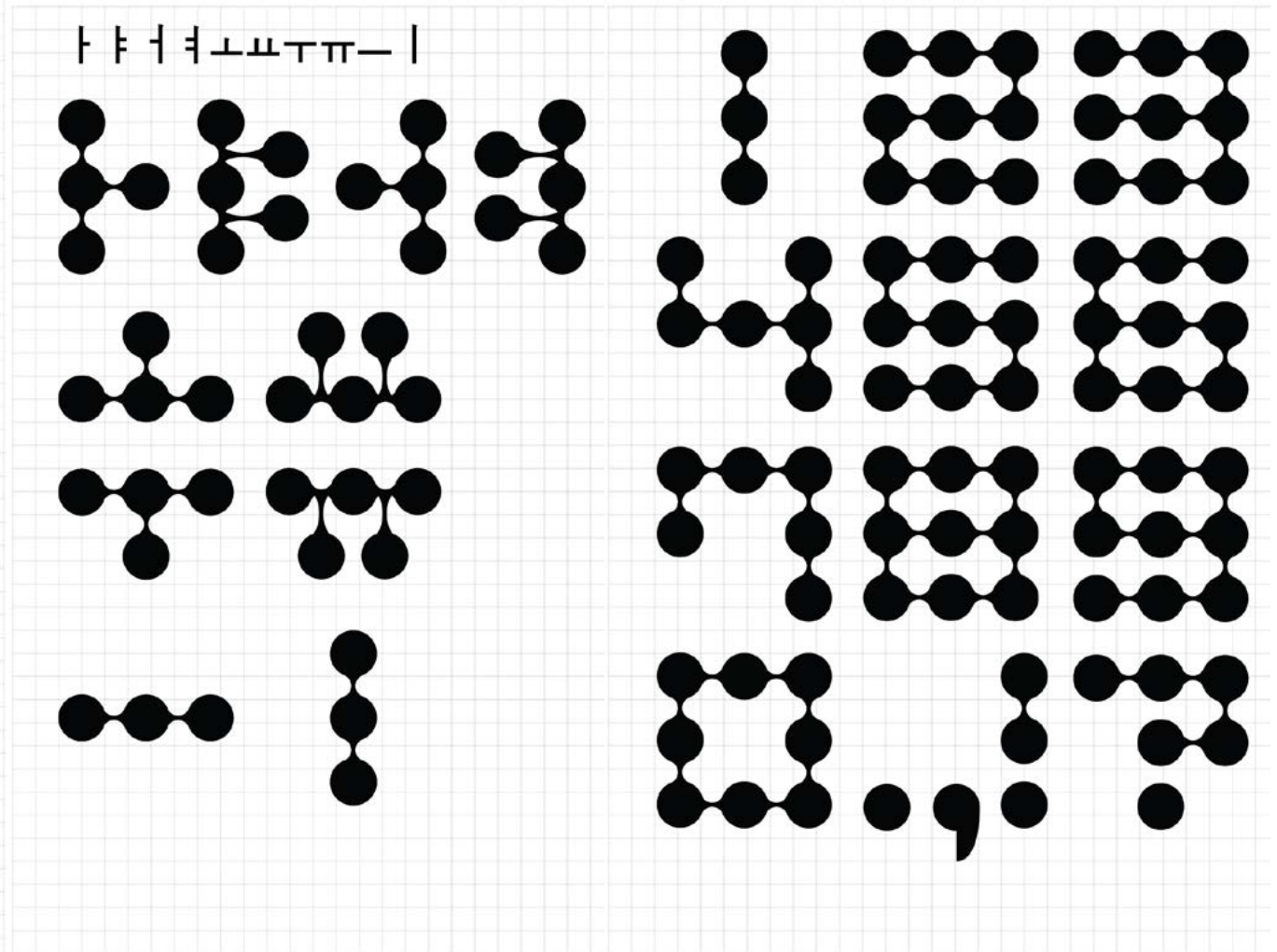
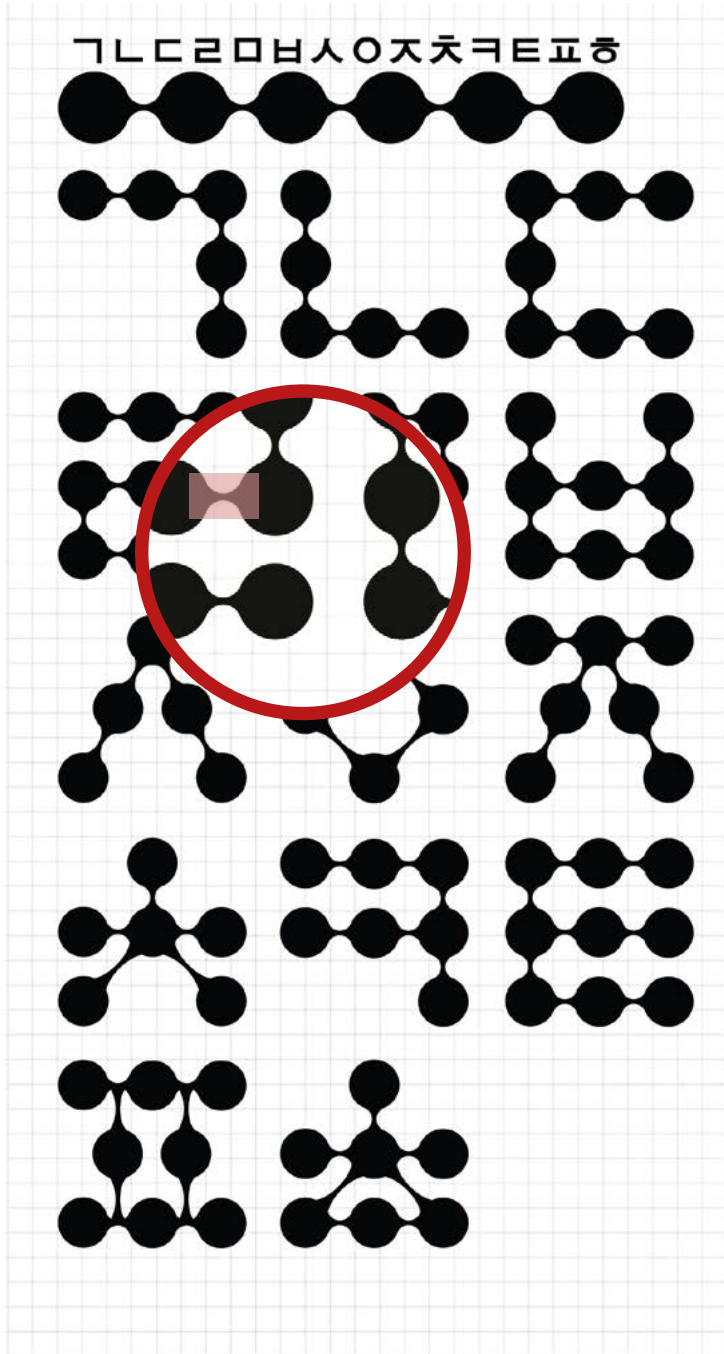


Lastly, I designed the dots to be connected so that the viewer can read the letters easily. It also has the meaning of showing the ethnicity of the Korean people by connecting the dots. It was only connected by one line but I made it more naturally and smoothly. However, it was created in a line that did not break the shape of the circle.

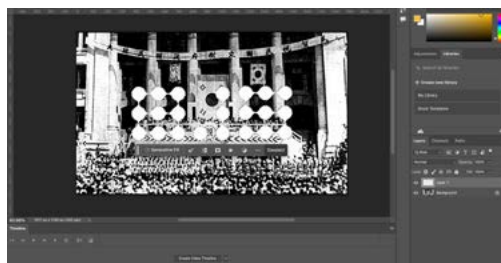
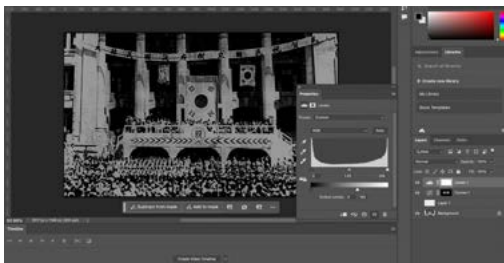
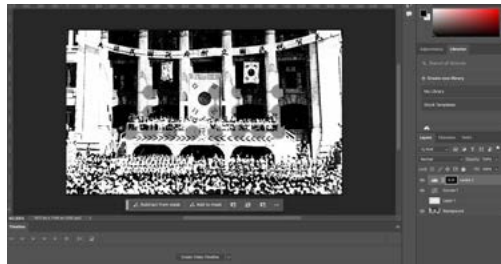
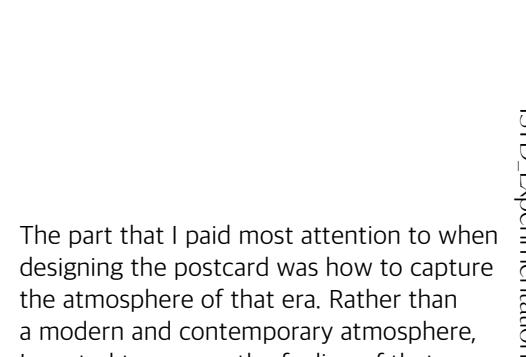
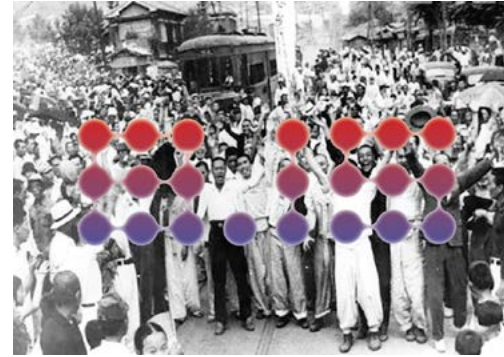
Self Reflection

I think the letters came out well as I intended. It is not difficult to read, and since each letter does not break the original shape of the alphabet, I believe that audience will not get confused about which letter it is.





Postcard Design



The part that I paid most attention to when designing the postcard was how to capture the atmosphere of that era. Rather than a modern and contemporary atmosphere, I wanted to convey the feeling of that situation. So, I thought it would be better to use actual photos rather than illustrations or cartoon-style designs.

Then I used the type I had created to write the dates that could be considered key milestones. I tried using the colours and patterns of the national flag, but they didn't go well with the black and white background. Then I used the light effect that I wanted to create from the beginning. I watched YouTube tutorials and learnt and used Photoshop to make it look like light was shining on the date.

As a result, the design I had in mind came out exactly as I had imagined. So, I decided to use this design as my postcard.

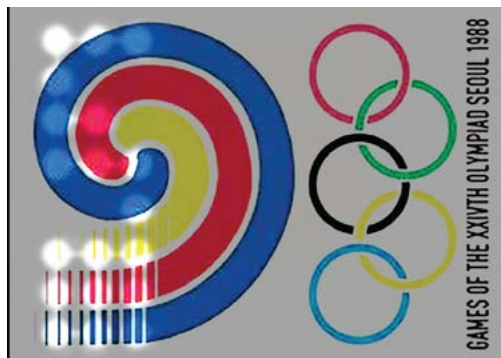
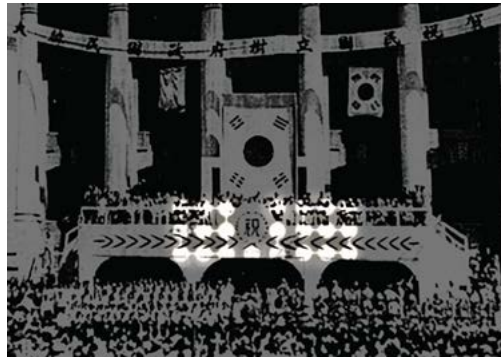


Figure. 39-48 Designed Postcard by Me

Self Reflection

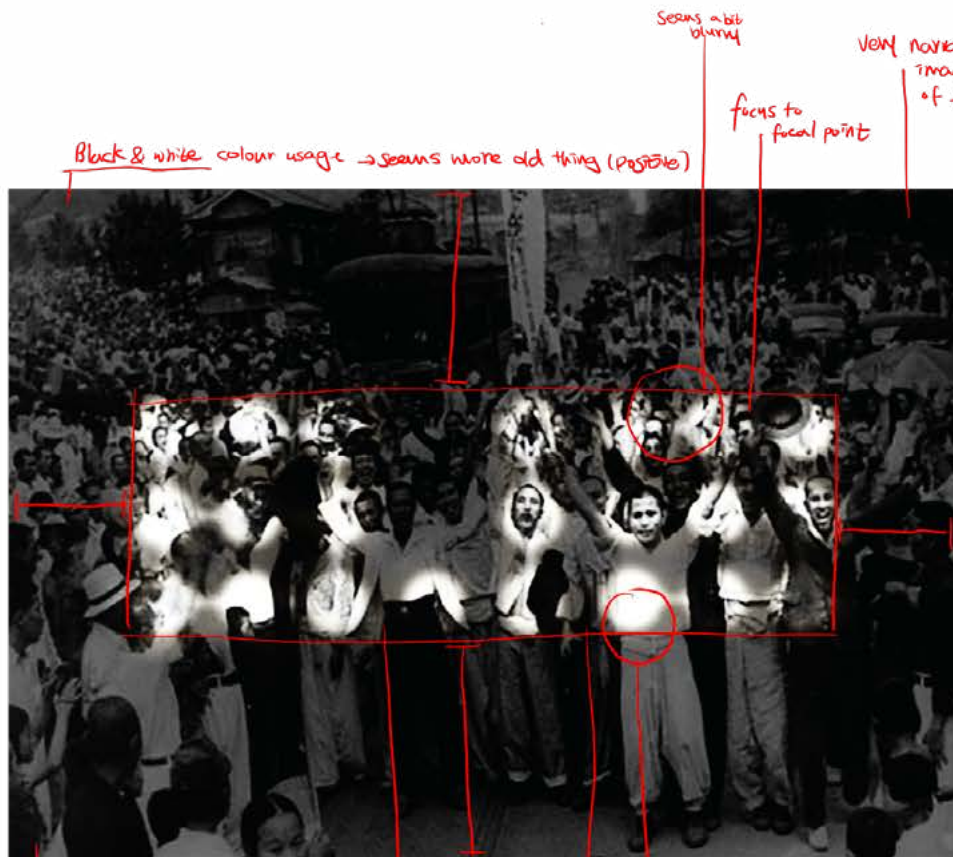
I think the postcard came out well with the design I had in mind. However, it feels boring because there is no content inside. It would be better if I added content or emotional phrases here.

Since I had to make postcards for each of the 10 events, it is a bit shame that I could not put the light effect date in the same location, but since I used a unique type of date, it looks like a series, so it is okay.

ISTD_Experimentation

1. 1945 - Liberation
2. 1948 - Government Establishment
3. 1950 - Korean War
4. 1960 - 4.19 Revolution
5. 1972 - The Revitalizing Regime
6. 1980 - Gwangju Democratization Movement
7. 1987 - Democratic Movement of June
8. 1988 - Seoul Olympic
9. 1998 - IMF
10. 2018 - 3rd North-South Conference

Developing Postcard



Black & white colour usage → seems more old thing (positive)

Seems a bit blurry

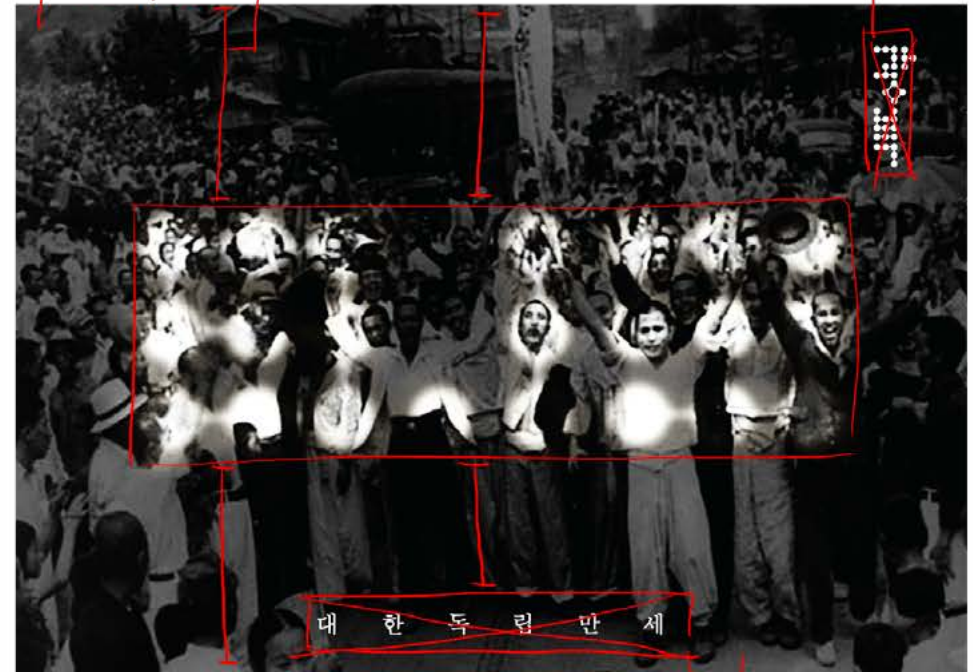
focus to focal point

Very narrative background image → showing the purpose of this postcard well

nice sense of space (well balanced)

nice composition

seems like logo



Only photo with one effect seems quite boring

* Too simple (could be boring)

* Audience doesn't know what it is about when they only see the postcard

Very symbolic using date with light

Light effect is showing contrast with background

emphasizing the message of the date

Common and simple layout but also clean and clear → simple is best

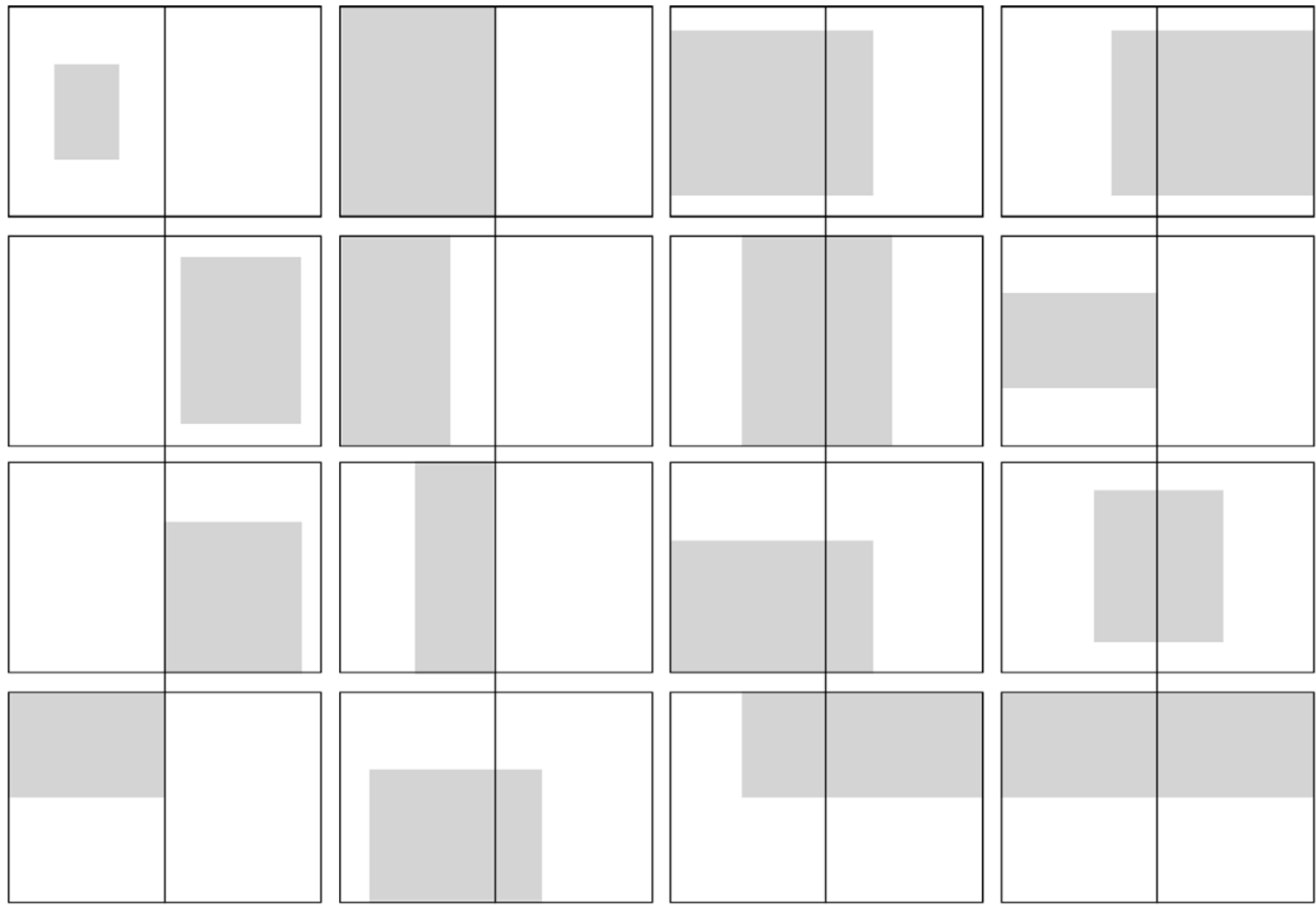
* Add those two additional things to other series of the postcard (left a) so that it seems more like a series

Minimalist

showing information: what is it about

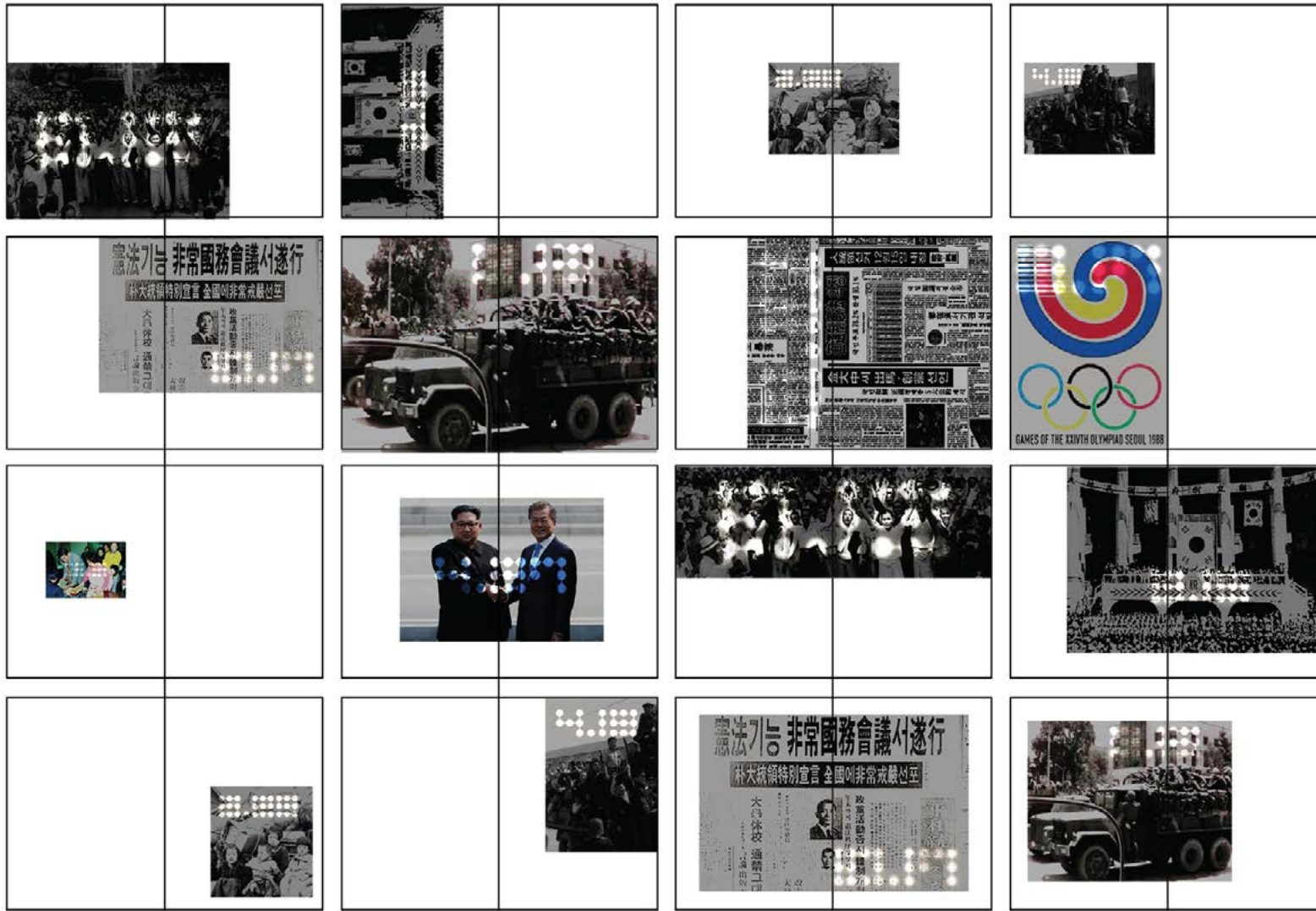
Book Design

Layout Exploration



Since I will be using images that I made as postcards to explain the 10 events, I explored layouts that would contain one photo and text.

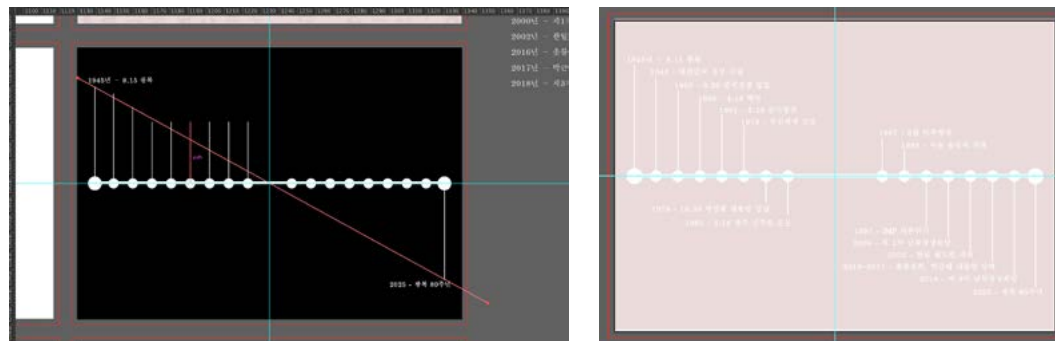
There were more usable layouts than I thought, but there were many restrictions, such as the part that was not visible from the book binding, the middle part, and the length or size of the photo. So, there weren't many layouts that could actually be used.



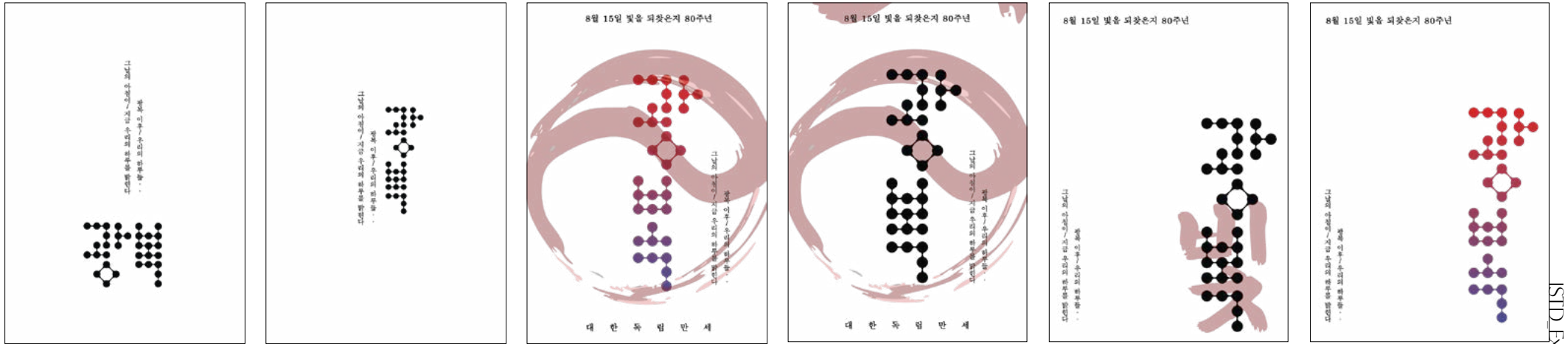
Contents

1. Front Cover
2. Greetings (Book Introduction)
3. Introduction to the Writing
4. 10 Events
5. Chronological Table
from 1945 to the Present
6. Back Cover

Chronological Table



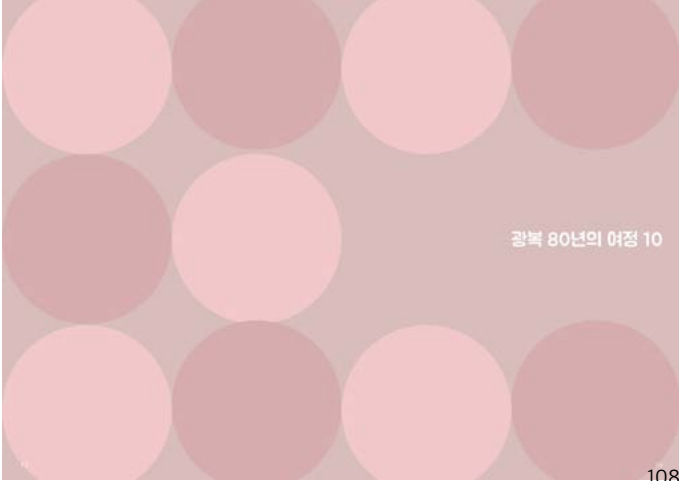
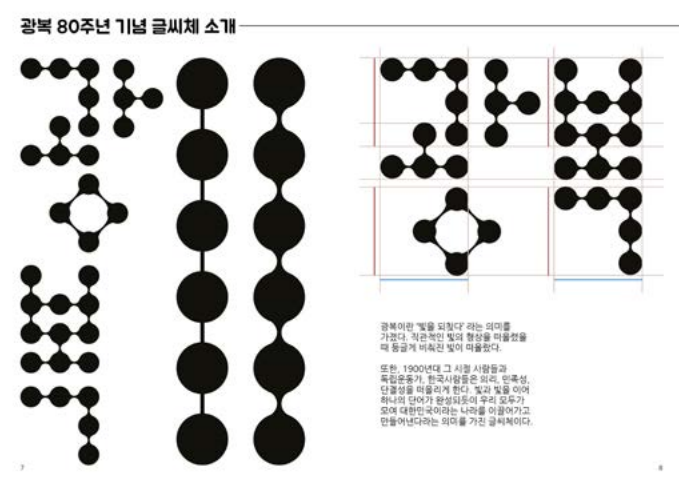
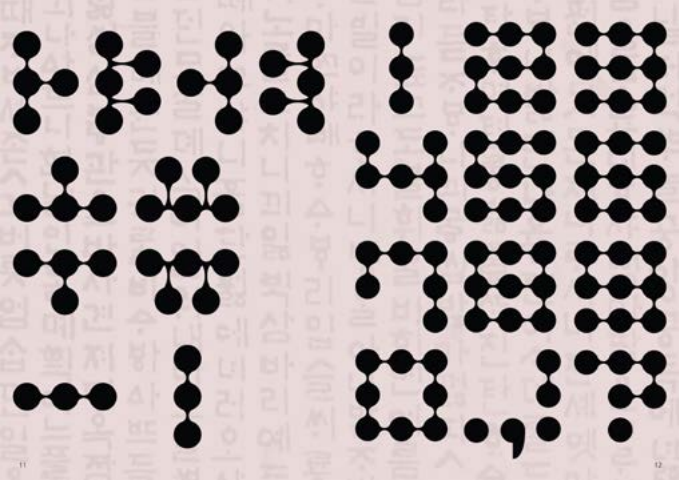
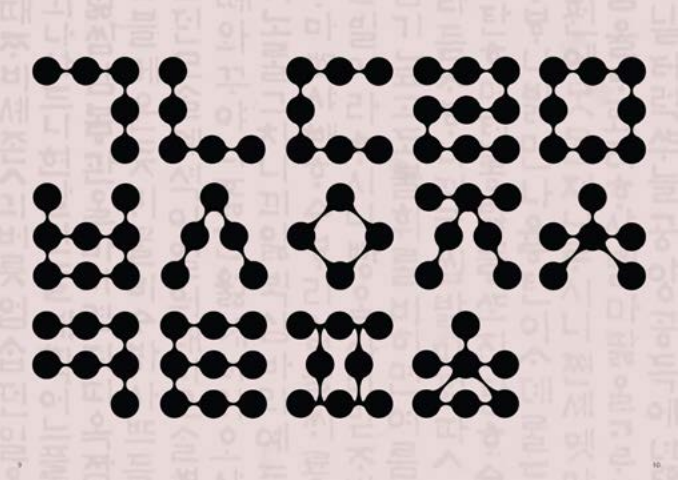
Front Cover



Back Cover



Chapter Outcomes



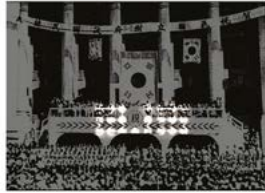


1945 - 광복 (해방)

1910년부터 시작된 일제의 식민 지배 아래에서 국내외 독립운동가들의 지속적인 노력과 제2차 세계대전 중 연합국의 승리로 인해 한국의 **독립**이 국제적으로 약속되었다.

1945년 8월 15일, 일본의 무조건 항복으로 한국은 광복을 맞이하였으나, 미군과 소련군이 각각 남부를 점령하면서 한반도는 분단되었다.

광복은 한국인들에게 해방의 기쁨을 안겨주었지만, 곧이어 좌우 이념 대립과 외세의 영향으로 인해 정치적 혼란과 분단의 현실이 직면하게 되었다.



1948 - 대한민국 정부 수립

일제강점기가 끝나고 미국과 소련의 미소 공동 위원회가 대립하고 미소 사이의 냉전의 심화와 남북한의 이념 대립으로 인해 단일 정부 수립이 어려워졌다.

1948년 5월 10일, 남한에서 단독 총선거가 실시되었고, 8월 15일 이승만 초대 대통령을 중심으로 대한민국 정부가 수립되었다. 이에 대응하여 북한은 9월 9일제 조선민주주의인민공화국을 수립하였다.

남북한은 각각 독자적인 정부를 수립함으로써 한반도의 분단이 고착화되었다. 이는 이후의 갈등과 전쟁의 씨앗이 되었다고 볼 수 있다.

1950~1953 - 한국전쟁

한반도의 분단 이후 남북 간 무력 충돌과 긴장이 고조되면 중, 앙숙 모두 통일 정부 수립을 주장하며 군사적 준비를 강화했다. 그리고 1950년 6월 25일 새벽, 북한군이 남침을 감행하면서 전쟁이 발발했다. 초기엔 북한이 서울을 점령했으나, 양측상륙작전과 국군 반격으로 전세가 역전되고, 이후 중국군 개입으로 전쟁은 장기화되었다.

한국전쟁은 남북 모두에게 막대한 인명 피해와 파괴를 안겼으며, 3년 후인 1953년 정전협정 체결로 끝났다. 그러나 한반도는 여전히 전쟁 상태로 남아 있다.



1960 - 4.19 혁명

초대 대통령으로 12년 이상 집권한 이승만 정권은 헌법유린, 부정부패, 부정부패(3.15 부정부패)와 정치적 억압으로 국민의 불만을 자초했고, 특히 고등학생 임주열의 사망 사건이 당시 시민들의 분노를 촉발했다. 그리고 4월 19일, 서울을 포함한 전국 각지에서 대학생과 시민들이 대규모 시위를 벌였고, 유력 진영에 대한 반발이 거세져서 결국 이승만 대통령은 취임하게 된다.

4.19 혁명은 민주주의를 향한 국민의 의지가 직접적으로 표출한 대표적 시민 혁명 운동이며, 이후 많은 사건이나 나라의 화를 종식시킨 민주주의가 수립되었다.

1972 - 유신체제 선포

제8, 9대 대통령으로 집권한 박정희 대통령은 장기 집권을 위한 명분을 얻기 중 남북 간 통일 논의를 내세우며 비상조치를 선포하였다.

10월 17일 유신으로 국체를 박산하고, 헌법의 일부 기능 중지, 정치활동 중지, 대통령 간선제 및 긴급조치권 등을 포함한 대통령 특권선언을 발표하며 유신체제를 선포하였다. 이에 따라 박정희는 무제한 연임이 가능해지고 권위주의적 통치가 강화되었다.

유신체제는 민주주의의 후퇴를 의미하며, 반정부 운동은 장기 독재가 선포되는 계기가 되었고, 국민 저항도 점차 고조되었다.



1980 - 5.18 광주 민주화 운동

1979년 10월 박정희 암살 이후 권력을 잡은 전두환은 비상계엄 선포하여 군부 독재 체제를 강화했다. 이에 대한 저항이 광주에서 크게 일어났고, 1980년 5월 18일, 5.18 광주 민주화 운동이 일어났다. 이 운동은 시민들의 시위로, 사형로 사형된 희생자는 200명 이상으로 추산된다. 이 운동은 군사독재를 무너뜨린 계기로, 전두환이 수감된 사실까지 발생하게 된다.

5.18은 국가폭력에 맞선 민중투쟁이자 시민 저항의 상징으로, 이후 민주주의 확립 계기로 자리 잡게 되었다.



1987 - 6월 민주항쟁

박정희는 1986년 장기집권노조 합의와 요구 시위로 인해 구속되고 출소한다. 이후 적극적인 학생운동을 펼친 그는 1987년 6월 14일, 구속되어 풀린다. 시간이 오래되자 이에 대한 국민적 분노가 폭발하였고, 전두환 정권의 독재적 지배(노태우)이 기를 부른 계기이다.

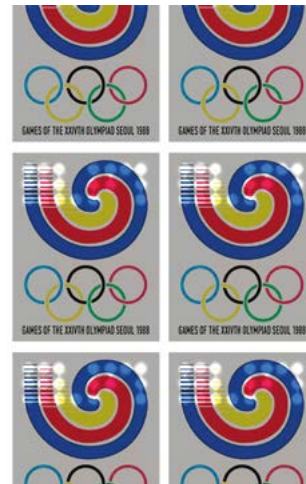
6월 10일부터 전국적으로 시위가 벌어지고, "호헌 불체 직선제 개헌"을 요구하는 목소리가 거세졌다. 그리고 마침내 6.29 선언을 통해 대통령 직선제가 수용되었다.

6월 항쟁은 국민의 직접 행동으로 대통령 직선제를 이끌어낸 민주화 운동의 결정판이었으며, 한국 민주주의 발전의 결정적 전환점이 되었다.

1988 - 서울 올림픽 개최

경제 성장과 민주화 전환기를 맞은 한국은 세계 무대에서 국가 위상을 높이고자 올림픽 개최를 추진한다. 그리고 1988년 제24회 하계 올림픽이 서울에서 개최되었고, 동서양권 시기에도 많은 국가가 참가해 평화와 화합의 상징으로 평가받게 되었다.

서울 올림픽은 국제사회에 한국을 선진국 반열에 올려놓았고, 민주화 시대의 시작을 전 세계에 알리는 계기가 되었다.



1997 - IMF 외환위기

정부 주도의 경제개발, 공기업, 재벌체제, 기업들의 과잉투자와 취약한 금융 시스템, 막대한 공공위기관리, 경제 위환보유가 급감으로 국가적 경제위기가 도래되었다.

1997년 말, 한국 정부는 IMF에 구제금융을 요청하고, 대대적인 구조조정을 약속하며 시행되었다. 기업 정리와 금융-기업-공공 등 부문 등에서 4대 구조조정이 실행되었고, 실업, 자살 등이 급증하며 사회적 충격이 발생했다. IMF를 극복하기 위해 대국민 금모으기 운동이 추진되기도 하였다. 마침내 2001년 9월에 IMF로부터 구제금융 차관을 모두 상환하여 IMF 관리체제로부터 완전히 벗어날 수 있었다.

IMF 위기는 한국 경제에 깊은 상처를 남겼지만, 동시에 기업 구조 개혁, 투명한 경영 등 새로운 경제 시스템 도입의 계기가 되었다.



2018 - 제 3차 남북정상회담

계속되는 북한의 핵 미사일 실험으로 고조된 긴장 속에서 평화 분위기 조성을 위한 남북대화 필요성이 커졌다.

2018년 4월 27일, 문재인 대통령과 김정은 위원장이 판문점에서 정상회담을 갖고, 판문점 선언을 통해 한반도의 항구적 평화와 비핵화를 약속한다.

이 회담은 남북 관계에 새로운 국기를 마련했고, 대화를 통한 평화 정착 가능성을 보여주는 상징적인 사건이었다.



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한눈에 보는 광복 이후 현대사 타임라인



35

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광복이란 '빛을 되찾다'라는 의미를
가졌다. 직관적인 빛의 형상을 떠올렸을
때 동글게 비친 것이 떠올랐다.

또한, 1900년대 그 시절 사람들과
동리온동거, 한국사람들은 의라, 인종상,
단결함을 떠올리게 한다. 빛과 빛을 이어
하나의 단어가 완성되었다 우리 모두가
모여 대한민국이라는 나라를 이끌어가고
만들어낸다는 의미를 가진 글씨체이다.



빛을 되찾은지 80주년

가장 아름다운 글씨체 소개



1950~1953 - 한국전쟁

한반도의 분단 이후 남북 간 무척 충돌과 긴장이 고조되던
영국, 모두 통일 정부 수립을 주장하다 군사적 준비를
강행하면서 전면전이 발발했다. 초기엔 북한이
여전되고, 이후 중국군 개입으로 전쟁은 장기화되었다.

한국전쟁은 남북 모두에게 막대한 인명 피해와 파괴를
인했으며, 3년 후인 1953년 정전협정 체결로 끝났다.
그러나 한반도는 여전히 전쟁 상태로 남아 있다.

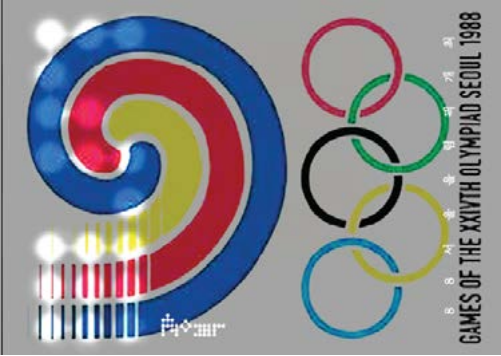
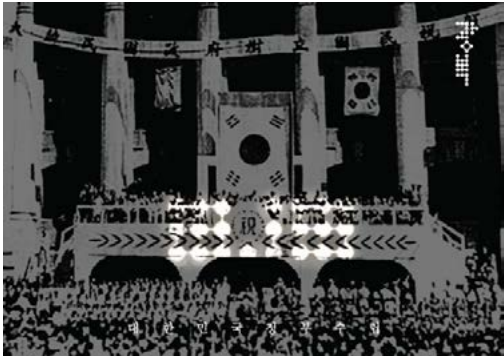


빛을 되찾은지 80주년



가장 아름다운 글씨체 소개

Postcard



OF THE XXIVTH OLYMPIAD SEOUL 1988

TH OLYMPIAD SEOUL 1988

8 8 서울 올림픽 개회식
GAMES OF THE XXIVTH OLYMPIAD SEOUL 1988

8 8 서울 올림픽 개회식
GAMES OF THE XXIVTH OLYMPIAD SEOUL 1988

8 8 서울 올림픽 개회식
GAMES OF THE XXIVTH OLYMPIAD SEOUL 1988

TH OLYMPIAD

Chapter Evaluation

My FMP project was long as a project and short as a final project.

What I realized from this project is that even if I have a lot of time at first, I shouldn't plan to design a lot of things. If I do that, I won't be able to focus on one thing and I'll completely lose the direction of the design that I intended. I thought it was important to set a specific goal and continue to narrow it down. At first, I didn't know that the category of food waste was so broad in FMP, so I was confused. However, through many tutorials and feedback, I realized that narrowing the scope from the big picture of food waste to ugly vegetables was a very good choice. I learnt that the more accurate the category of the topic, the more the direction of the design will flow well.

The most interesting and successful design this time was the ugly vegetable illustration. I like simple and cute designs, but I was afraid that the simpler the design, the more I would be evaluated as not putting in effort. However, I learned that it should be designed to match that goal. That's why I was able to enjoy designing various ugly vegetable illustrations that were simple but fun to work on. Also, because I was having fun working on them, the designs turned out interesting and well. It was also fun to make a key ring with a prototype.

I knew that I like to make physical thing. Through this project, I was able to clearly understand what kind of design taste I have. I thought that my strong design taste would help solidify my design identity. However, on the other hand, I felt that I should not be obsessed with this design alone, but rather work hard to create various designs.

The most regrettable thing is that I spent too much time on FMP and could not focus much on ISTD. I started with ISTD first, but as I focused more on FMP, this fell behind. So, I originally wanted to create a diary-style website and a video clip for ISTD, but I couldn't do that due to lack of time. So next time, I will focus more on web design. Also, I regret that I couldn't experiment more.

The most difficult and stressful part of the project was none other than printing. In these two projects, prototypes were especially important, and I had to print double-sided paper a lot. However, no matter what I did, the work that had to be double-sided didn't match up. I knew that this would happen again in the future, so I thought I should become more familiar with the printer.

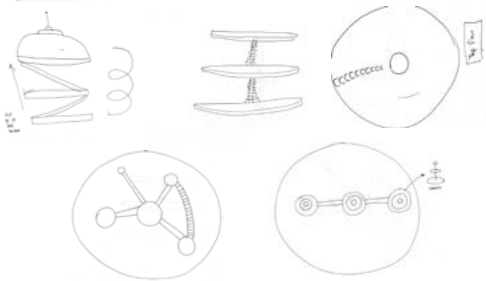
I feel relieved as I finish my last project, but I am also afraid of the next step. I still have a lot to learn, so I can't believe that FMP is over. However, I felt that I grew as a designer through this project, and I think I will make better designs in the future with the problems I have faced so far, the memories of solving them, and the things I have learned.

Chapter Extra Events

Workshop from Apple

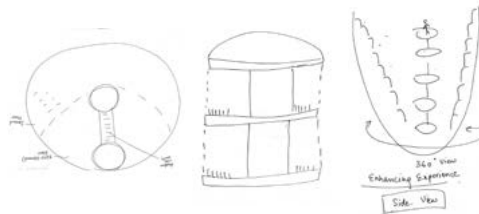
A NEW WAY TO APPROACH STAGING A GIG

GURPREET, ESTHER, SORANA, NAVYA, NADIA



PROBLEM

- GETTING STEPPED ON OR CRUSHED AT CONCERTS
- OBSTRUCTED VIEWS OF THE STAGE



We had a workshop at Apple Talk, where our group had to pick a topic and design it. We sketched out a design for an alternative solution to the inconveniences we each felt when building a concert hall.

Through this activity, I was able to experience group work again, and I felt that it was good to first come up with diverse and creative ideas that even could not be reflected in reality.

OPX Studio



What I need to be/do

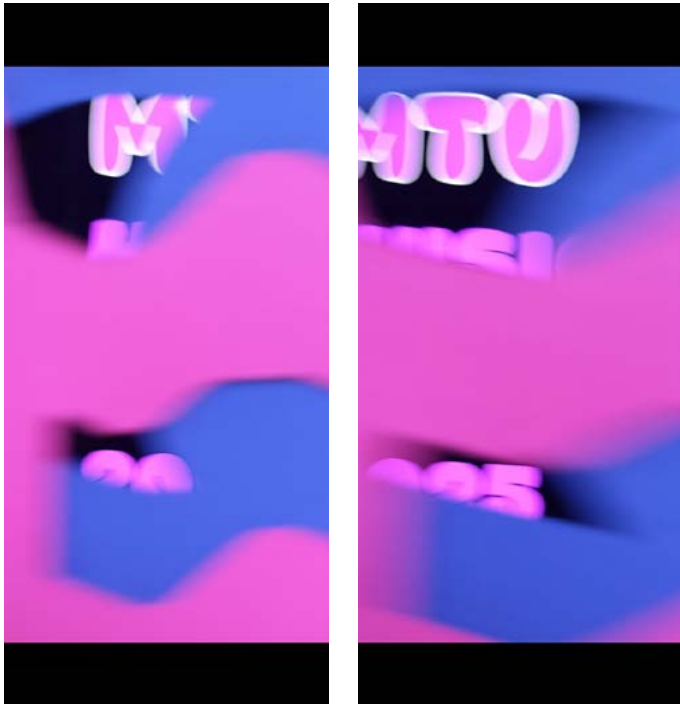
- Be a team player
- Make the tea/coffee
- Go to talks, listen to other creatives
- > go out
- Be a thinker
- Be a maker
- Enjoy it; take a risk, sometimes have to do it

Project process

: Discover —> create —> activate

I learnt about the mindset I should have as a designer, the challenges I should face, and the working process of a design agency.

Poster using Video

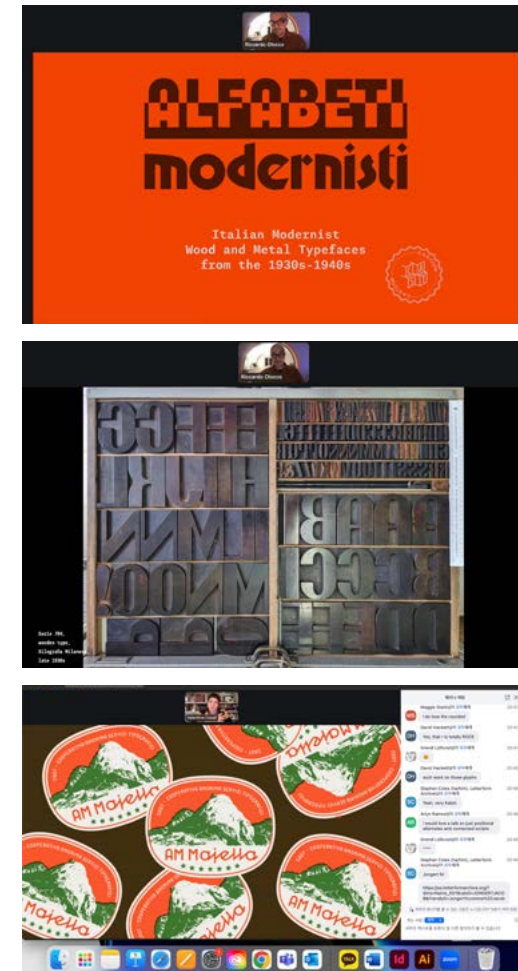


Workshop with Antony, I made a poster that can be made without many money. All I need is a phone, coloured paper, and a laptop (Photoshop). I made a poster by filming a video with the letters on the laptop and editing the screen with the letters visible and blurred.

It was very creative and the result was quite nice. Design is better if we have a good environment and capital, but it made me think that we can do it without them.



Letterform Lecture _Alfabeti Modernisti Italiani



Through this lecture, I learnt about modern letterforms as well as those used in the past. It was a good opportunity to learn about which styles were popular in each era. The only thing which was a shame was that there were only Italian ones.

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