



Beef Biltong

—Delicacy from cows

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'Delicacy from cows'

is a packaging design of Beef Biltong for my Unit 4 project. This project intends to reveal the journey behind beef biltong. Encouraging consumers to consider more than just nutrition while eating meat.



佛教徒调研结果:

1. 我吃素的原因是: 我不愿意被别人杀害, 所以我也不愿意伤害别人的生命!
2. 张~吃素原因: 不忍动物因吃肉而被杀害。
3. 季~不吃素的原因: 馋
4. 蒋~不吃素的原因是觉得有些不方便, 想方便大家所以不吃素
5. 沈~
6. 胡~
7. 以前有位老师, 不是因为信仰吃素, 是因自己画动物母子原因, 喜爱动物而吃素

@计著言 VictoriaJI

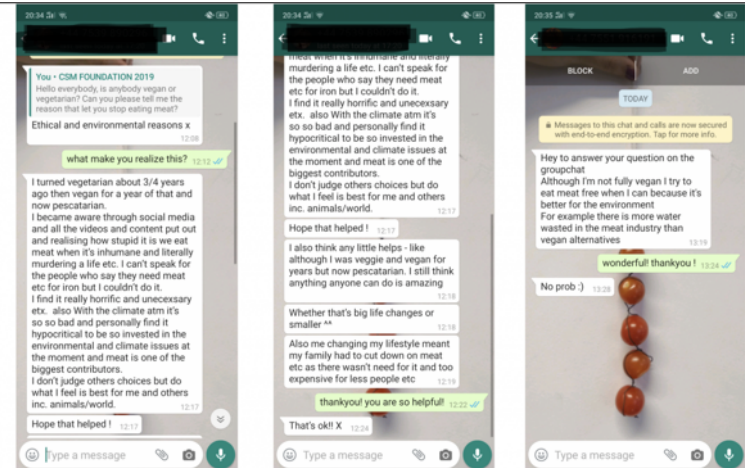
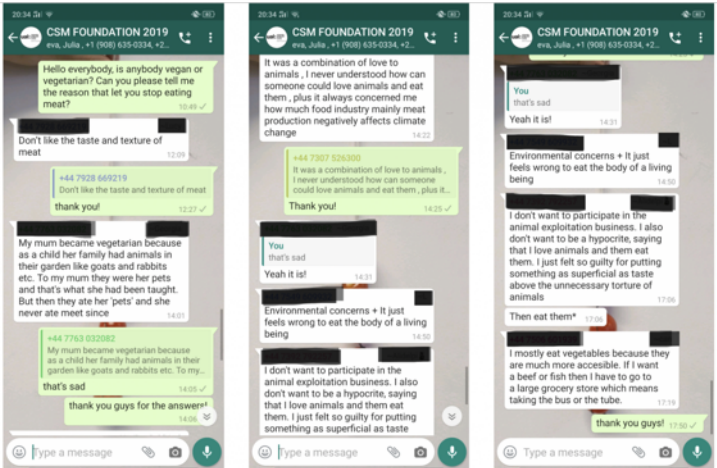
沈~为什么吃素:

1. 我应该是自律性比较强的类型, 当有人告诉我素食对我身体比较好, 肉食各种污染容易导致严重疾病, 我就放弃了吃肉, 一旦确定我会放下肉类美食的诱惑。
2. 另一个主要原因就是信仰的问题, 一旦确定吃肉对动物是一种伤害, 甚至还会引发严重的后果, 我也就能够多一个动力放弃肉食。
3. 随着素食时间越来越长, 再看到肉食, 问到肉食味道会不会不舒服, 就不再有任何吸引力了。

Private Research (Different opinions about meat products)

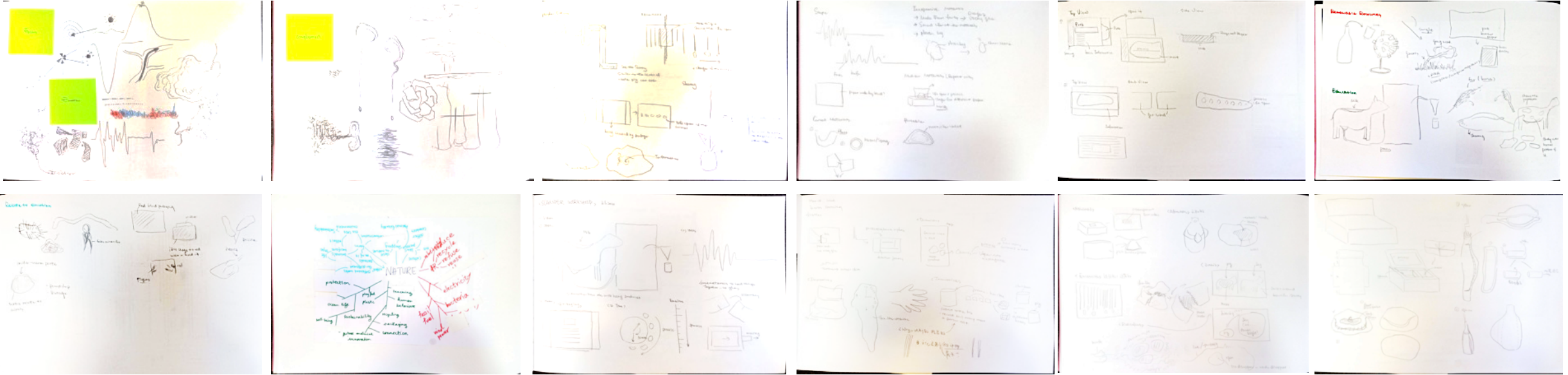
This is my first-time writing brief, and I have a longer period for working compared to previous projects. I feel more independent and freedom, but also faced some problems like how to narrow down an abstract theme more specific that can be expressed as a product. Also, how to arrange my time wisely, since the transition between two weeks project to a three-month project is challenging.

During this project, I have the chance to hear different voices from different groups of people, get to know the idea of how they think about animals.



很多年前, 偶尔的原因, 看到一本书, 《地藏经的故事》, 触动很大, 知道杀生罪业非常严重, 一个人要想改变现状, 要从吃素开始, 就开始吃了, 中间有过反复, 但也坚持下来了。平时偶尔有过误食, 都吐出来不吃。今年有一次又是误食, 我当时跟自己说, 已经不吃这么多年了, 我要看看肉在我的嘴里到底是什么感觉, 是否还觉得是美味? 就咀嚼了一下, 哎, 酸的, 太难吃了, 我又咀嚼了一下, 没有任何兴趣!

Workshops teach me a way of thinking, and bring me many inspirations



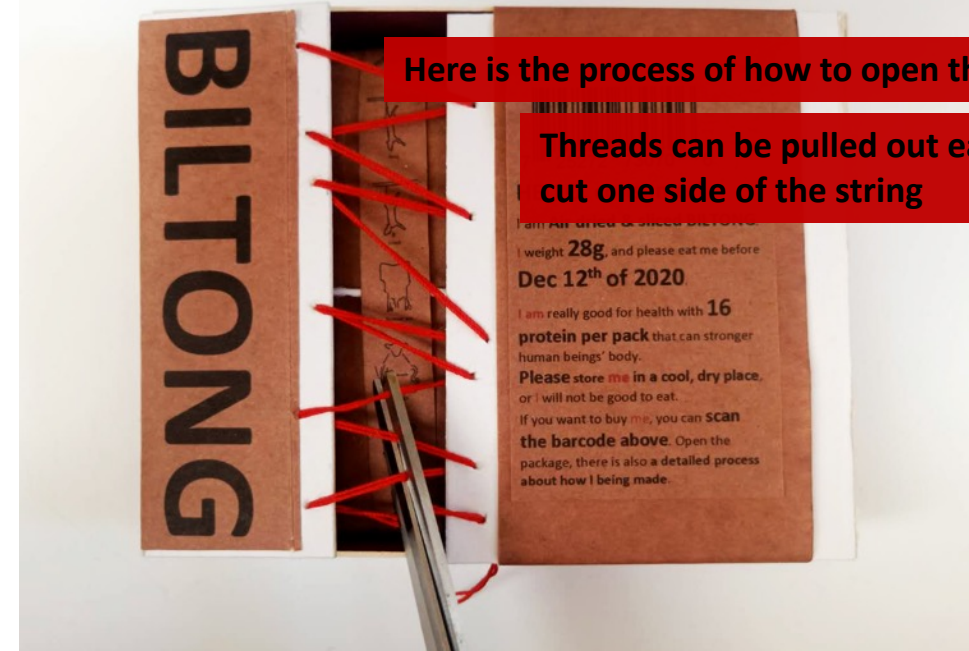
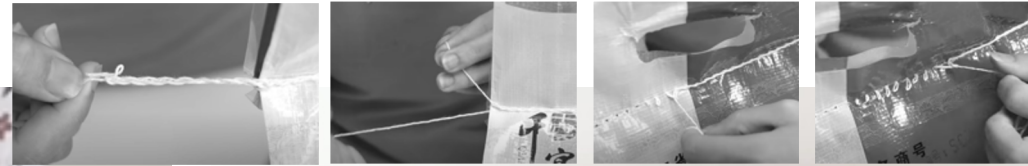
Moreover, the workshops arranged by tutors during the weeks provide great guidance for me. These helped me expand and push my thinking forward. For example, the Miniature workshop helped me consolidate my design process. It starts with drawing sketches in 3 minutes based on descriptive words given by the tutor. The combination of my own concept with some words I never thought about led to many surprising results. This workshop helped to form my prototype and give me a specific direction. I learned a new way of thinking that is how to get new ideas and go deeper when I met the bottleneck.



Besides, I think my expression of ideas has been clearly shown through designs on the package. Red threads symbolize the slaughter. Consumers can vaguely see the detailed slaughtering process since its hidden behind the threads represent the forgotten facts. Ironically, the description on the packaging is written in the first-person, from a cow's perspective. Those details all showing my questioning towards people on how we can treat meat products. I learned how to communicate with consumers through designs.



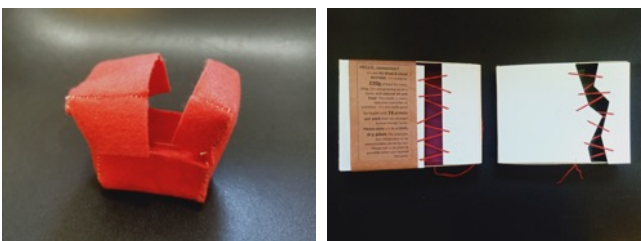
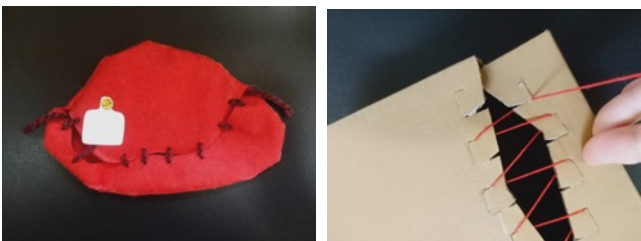
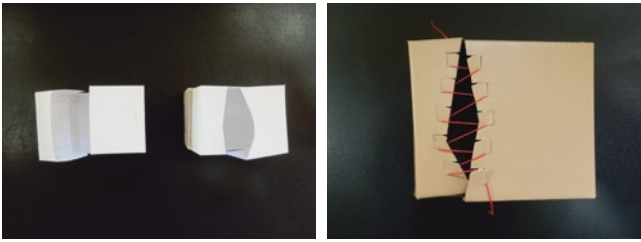
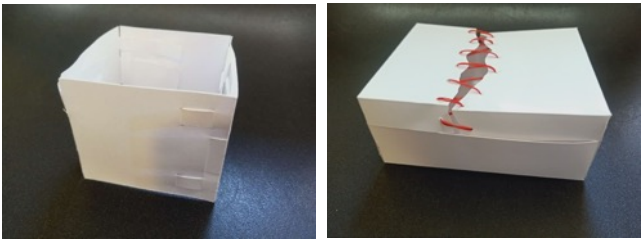
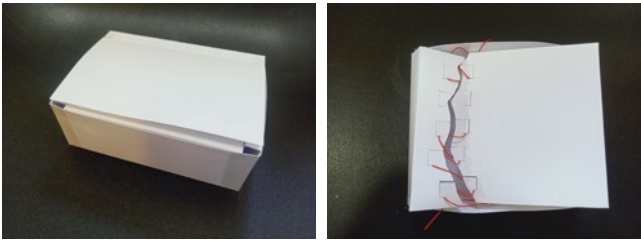
Seal design of Chinese rice bag



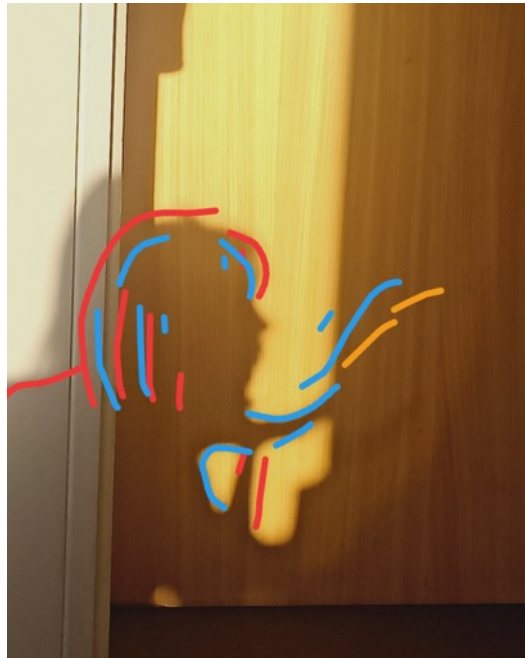
Here is the process of how to open the rice bag

Threads can be pulled out easily by only cut one side of the string

However, I also found some limitations for my final work. My access to materials has limitations. I think the result might have more possibilities if I tried more materials and do more experiments. Moreover, the seal design for my packaging is using red threads that need to be cut by scissors while opening it. Recently, I thought about the seal design for the Chinese rice bag that the threads can be pulled out easily by only cut one side of the string. This is much simple, and clever. I did many trials on the structure of the box. However, I did not do enough experiments on the seal design. In the future, I also needs to spend more time considering those detailed designs, which can make my outcome more interesting and delicate.



Even though Coronavirus did not affect the concept of my project, I still change the form of my product. Originally, I would like to design packaging for fresh meat. Due to the Virus, I did not have the chance to do primary research in the butcher shop, and materials for fresh meat are not accessible as well. So, I changed to beef biltong that I can use cardboard, and paper to design the package at home. The folding technique varied since the paper has a different thickness. I feel my ability to use paper to implement ideas getting improved.



Goals and thoughts towards design

My goals and thoughts towards design did not change. I still support inclusive designs based on the human being. Solving current or future problems. At the same time, I also have the chance to calm down and think about my future and what I can prepare at this period. I start to learn the modelling software, reading some design books, learning about other designers' thinking processes while look at their works.

I also pay more attention to small things happen in my life. I learned new food recipes and prepared my meals seriously, observing the movement of sunlight from one corner to the other corner; finding interesting structures in my room that I did not pay attention to before. Even though it is a small room, I always can take many interesting pictures every day. During this special period, It taught me how to find happiness in small things. As a designer, we need to have the ability to find beauty and happiness around us, even though it is just a small room.

