

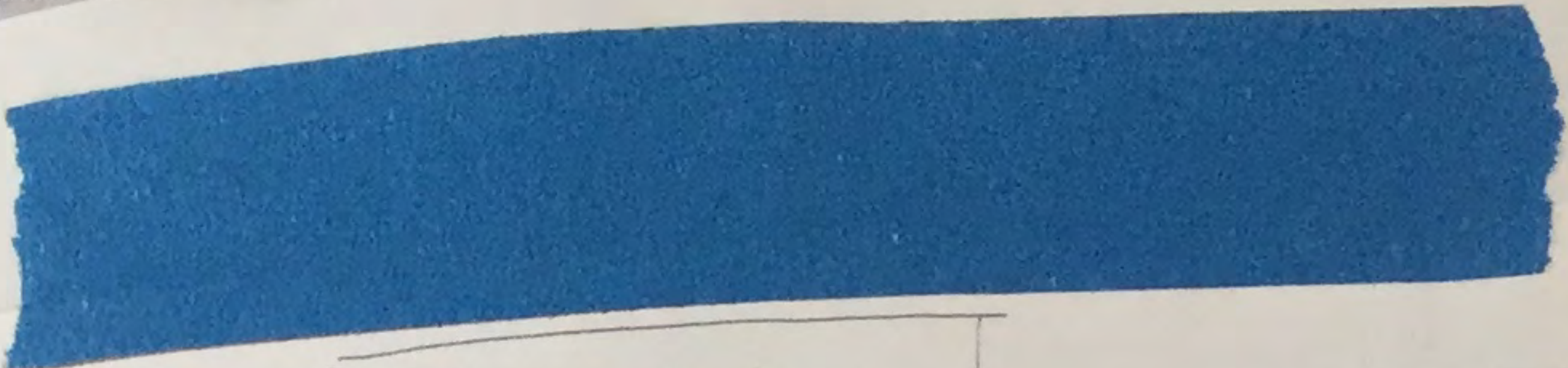
MAX CONDON

[Blacked out text]

[Faded handwritten notes]

[Faded handwritten notes]

[Faded handwritten notes]



food marketing
 store layout
 path of shopper
 parking lot
 consumer culture
 money influence
 range of options
 location within city

Food waste
 expiration date
 barcode scan
 sticker tracker
 discounted price
 clearance price
 packaging design
 logos and design
 shelf location
 over purchasing
 easy to consume
 standard tile floor

store workers
 uniform dress
 sectioned departments
 dress code
 rounded edges
 clean surfaces
 stocked shelves

consume
 consume
 consume
 consume
 consume
 consume

GROCERY

shopping cart
 enabler to fill
 space and buy
 something you
 weren't looking for
 shopper psychology
 purchasing power
 food storage at home
 excessive bulk amnt.

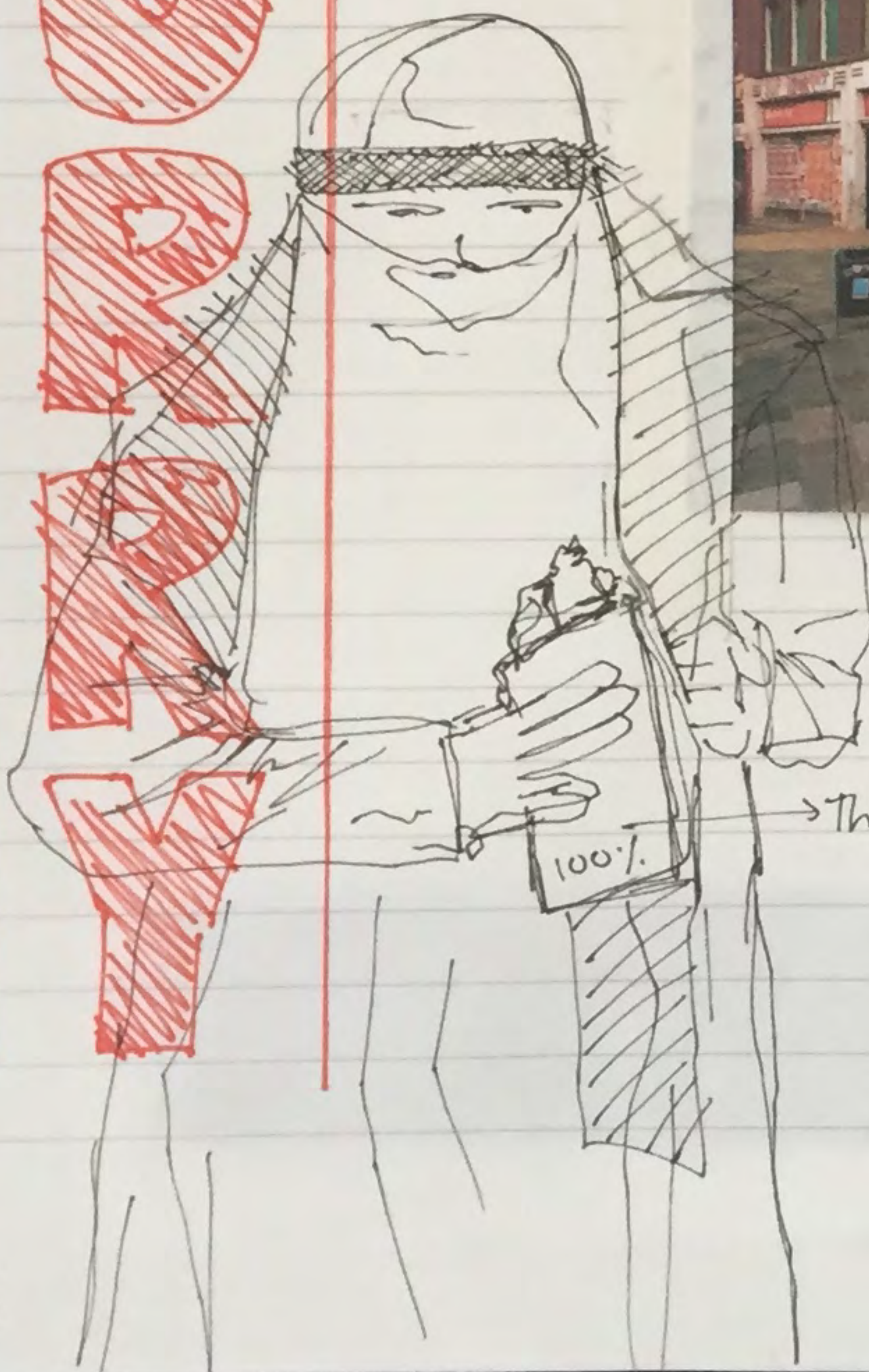
grocery store as
 an equalizer, everyone comes
 together to purchase in unison,
 price deals appeal to everyone
 mobile shopping cart provide
 space to fill with not equal
 food items and diversity the
 customer. Development of
 shopping patterns: time of day,
 location of store, items bought,
 sense of familiarity, thrown off
 when items get move or are
 no longer available.

TOPICS OF THOUGHT
 consumption and over consumption of food material
 the enabling power of the shopping cart, development
 of a relationship with the cart handle and feeling
 awkward without a cart. Food waste and purch-
 asing food that you don't need essentially. Repetition
 of items stacked on shelf, color coding and location
 of placement. Over available, extensive options options



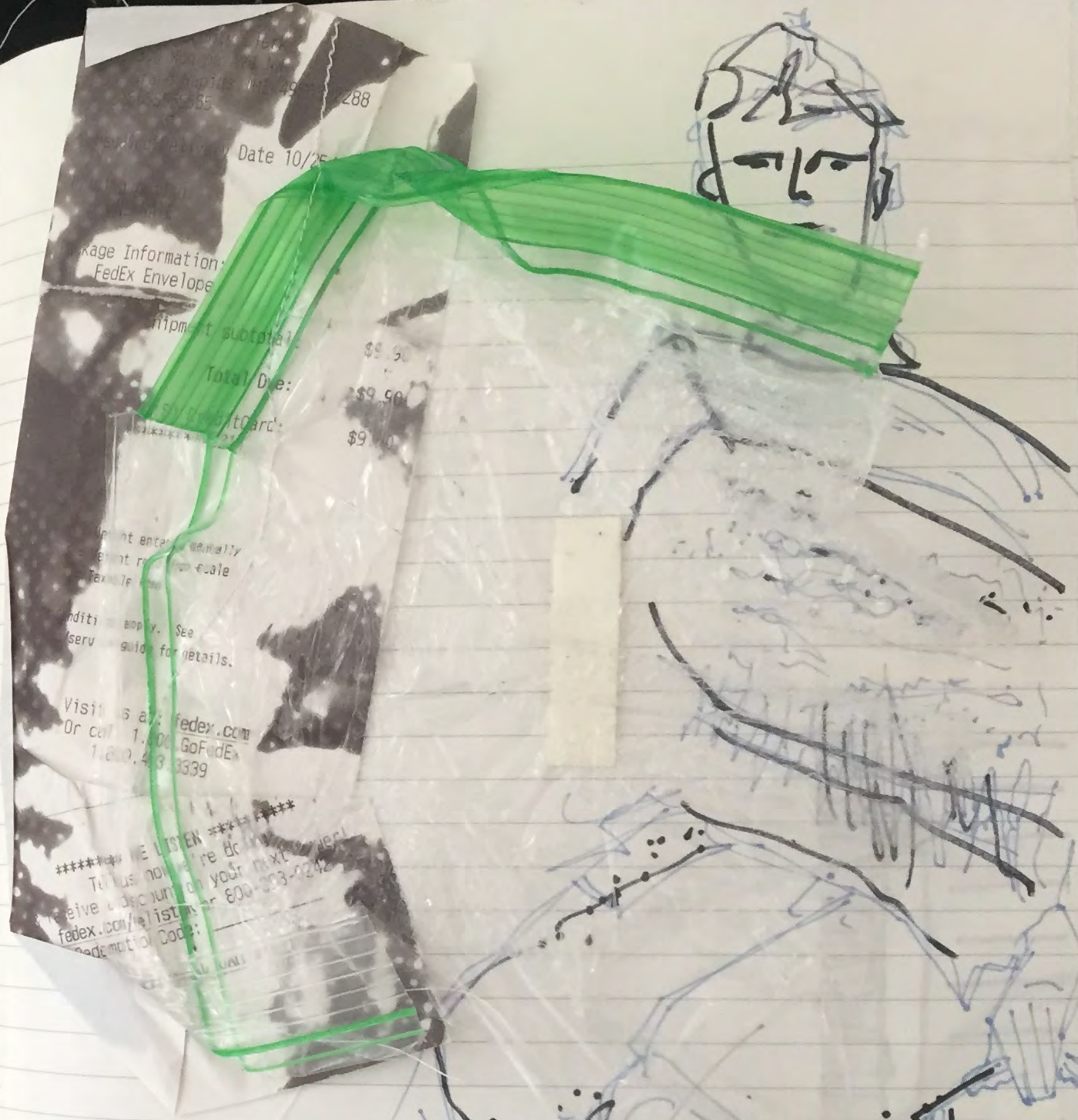
Middle East Location

CURRY



THE GROCERY RUN

an exploration of the everyday food consumer, their shopping habits based on geographical environment, monetary status, intention of purchase, and more. In addition a look in food waste driven by the consumer culture.

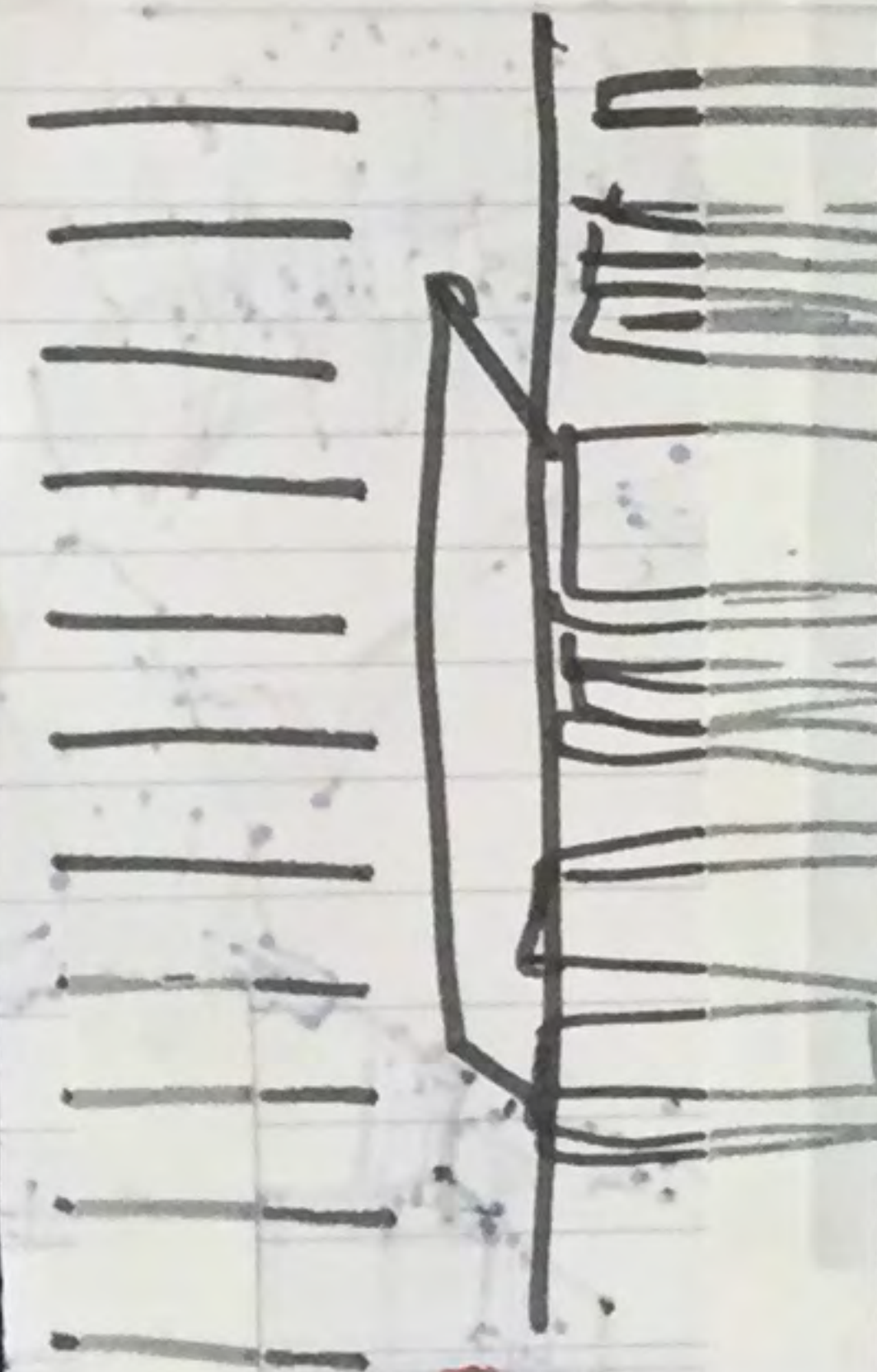


BREAKFAST

CUSTOMERS 3.99 B
SIMPLE TRUTH EGGS *****1199
KROGER PLUS CUSTOMER *****1199
TAX 1.21
**** BALANCE 41.50
US DEBIT Purchase
*****6211 - C
REF
PUT



With our Low Price Guarantee, you saved \$0.15 Annual Card Saving. \$45.57 www.kroger.com



role of the uniform

THE SHOPPER AND THE CASHIER

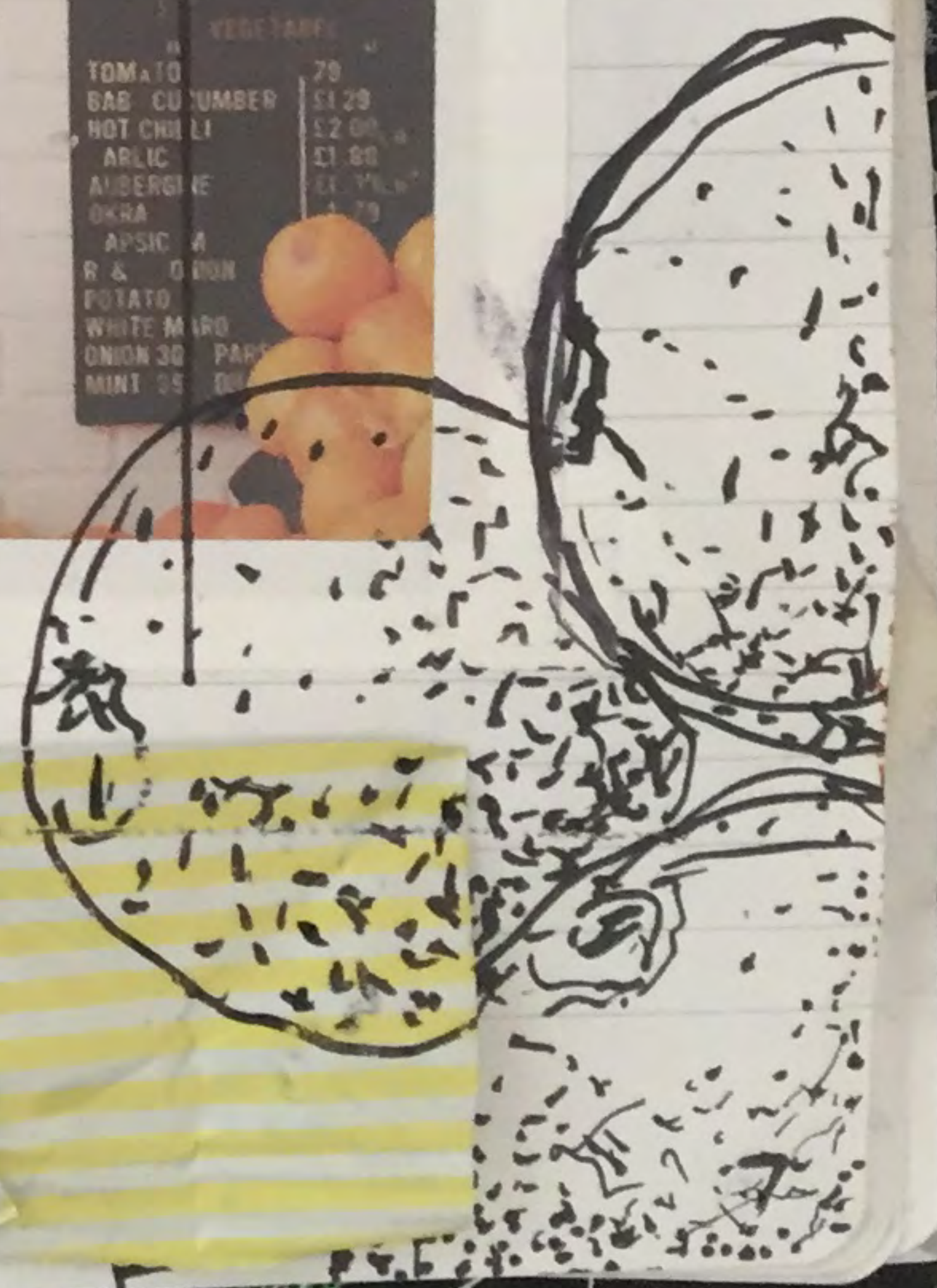
a monetary relationship, no more than a few words, eye glance and the exchange.

6



BANANAS
L ORANGE
S ORANGE

| | |
|-----------|---------|
| BANANAS | 69 LB |
| L ORANGE | 39 EACH |
| S ORANGE | 25 EA |
| APPLE | |
| R & B PUM | |
| SEEDLES | |
| OVAGATE | |
| PEAR | |
| ACH & E | |
| MANGO | |
| FIG | |



VEGETAR

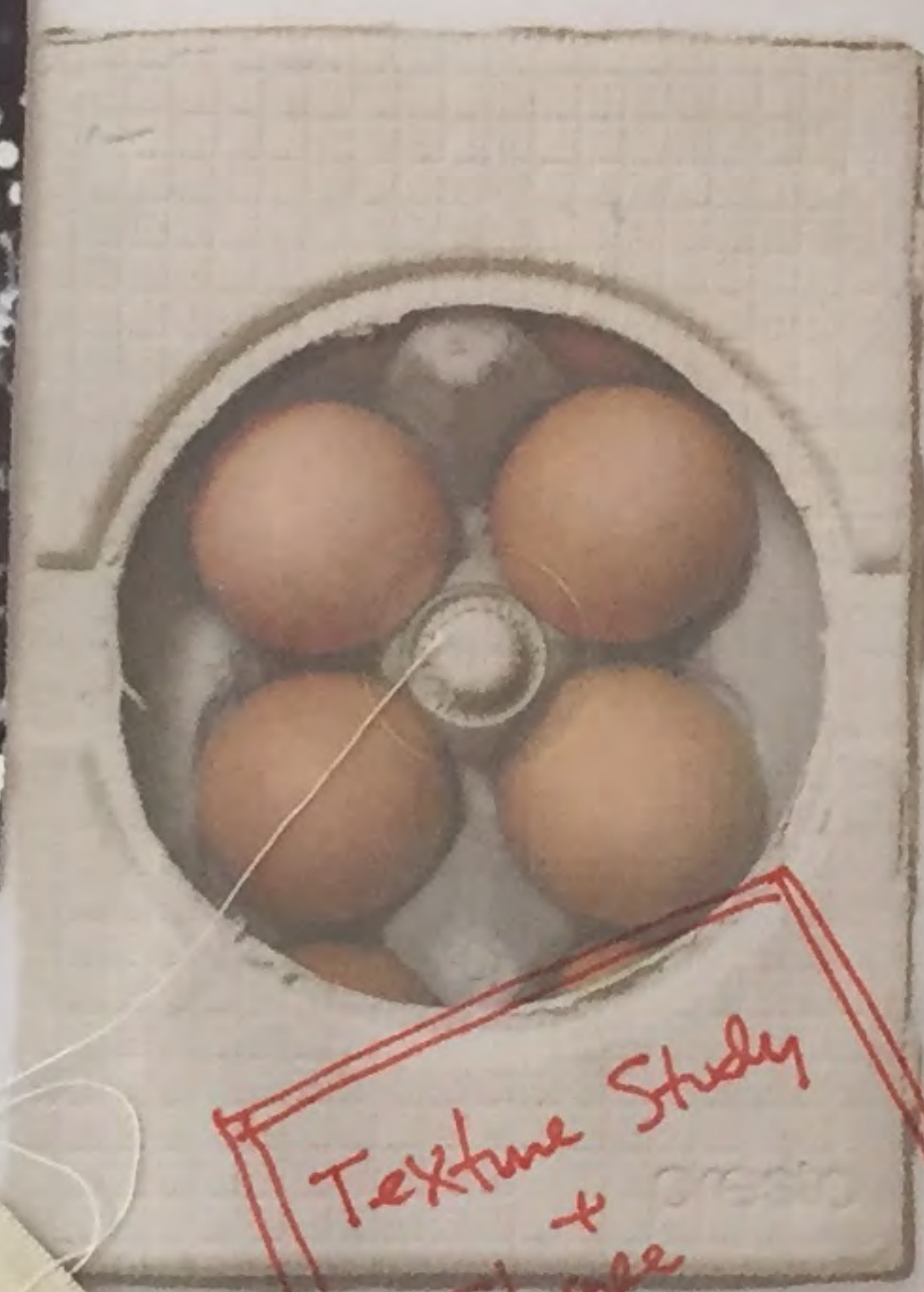
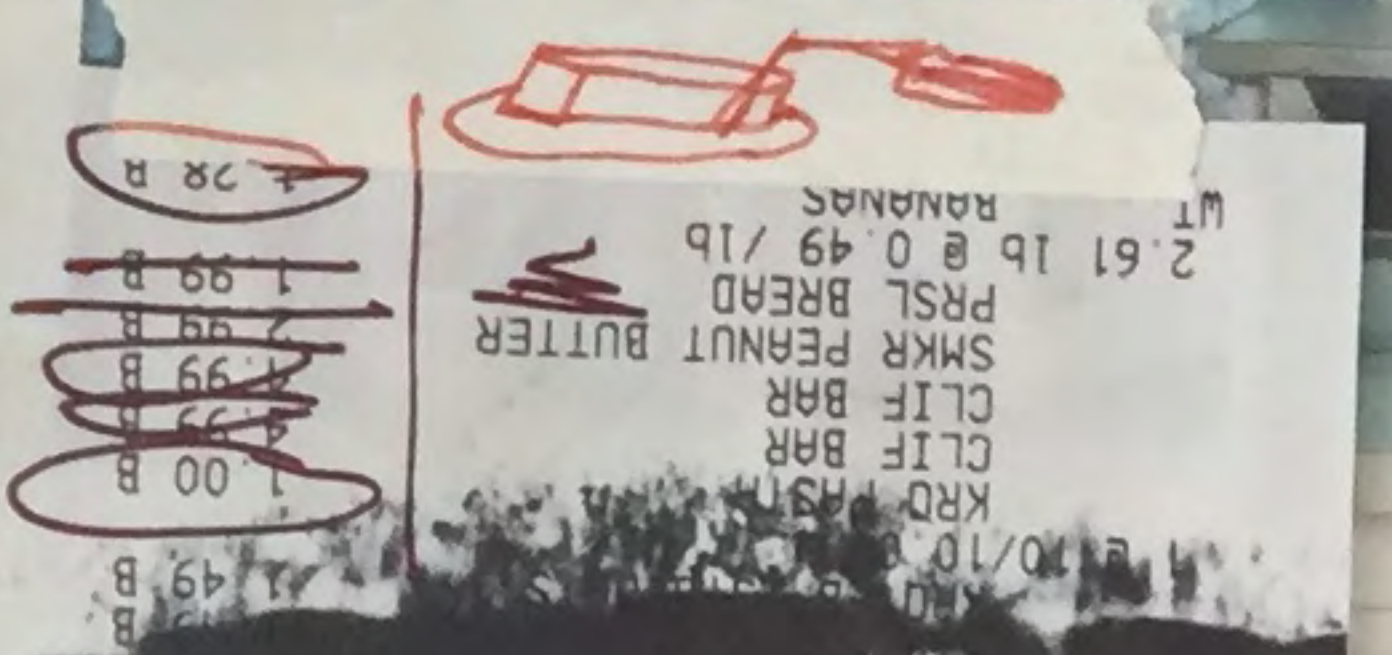
STRIPE
YELLOW

ME WISE HUBBA TO A

Handwritten notes in red ink, including '1.00', '1.21', '41.50', and 'www.kroger.com'.

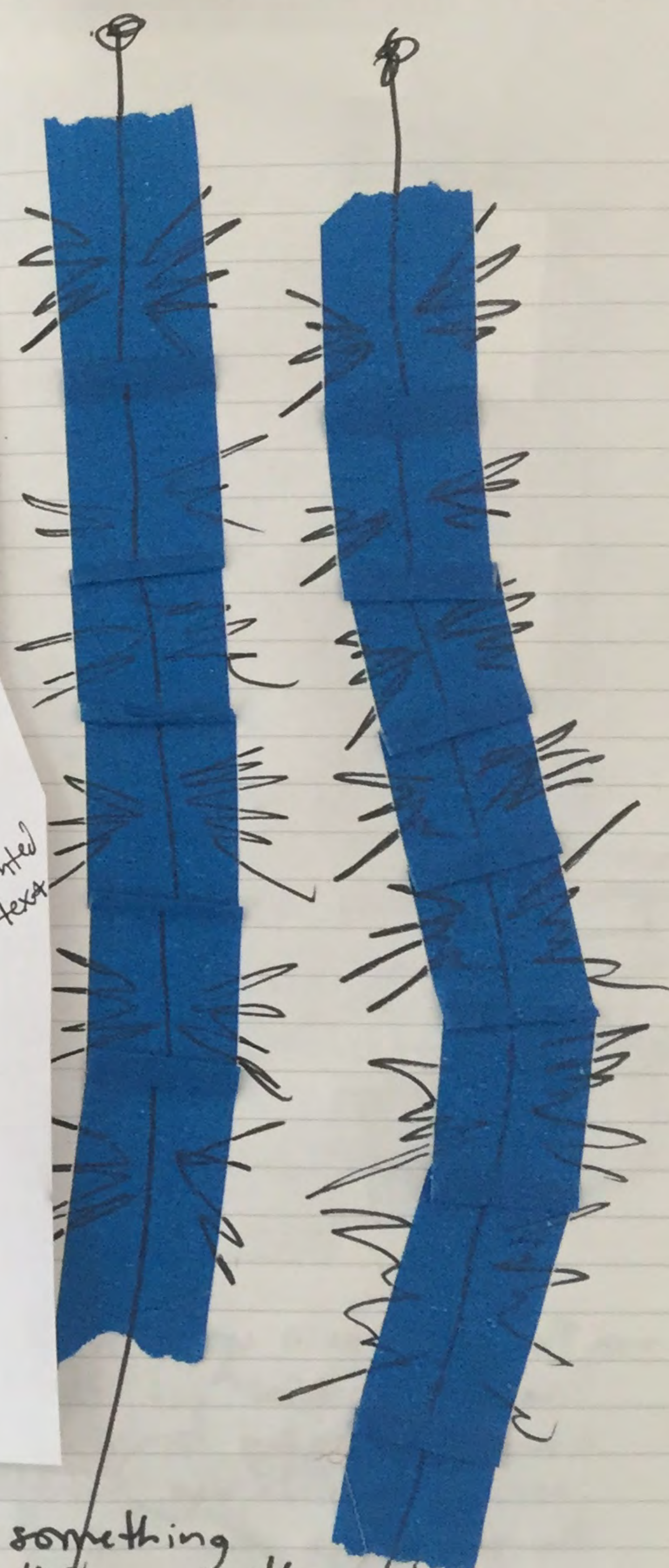
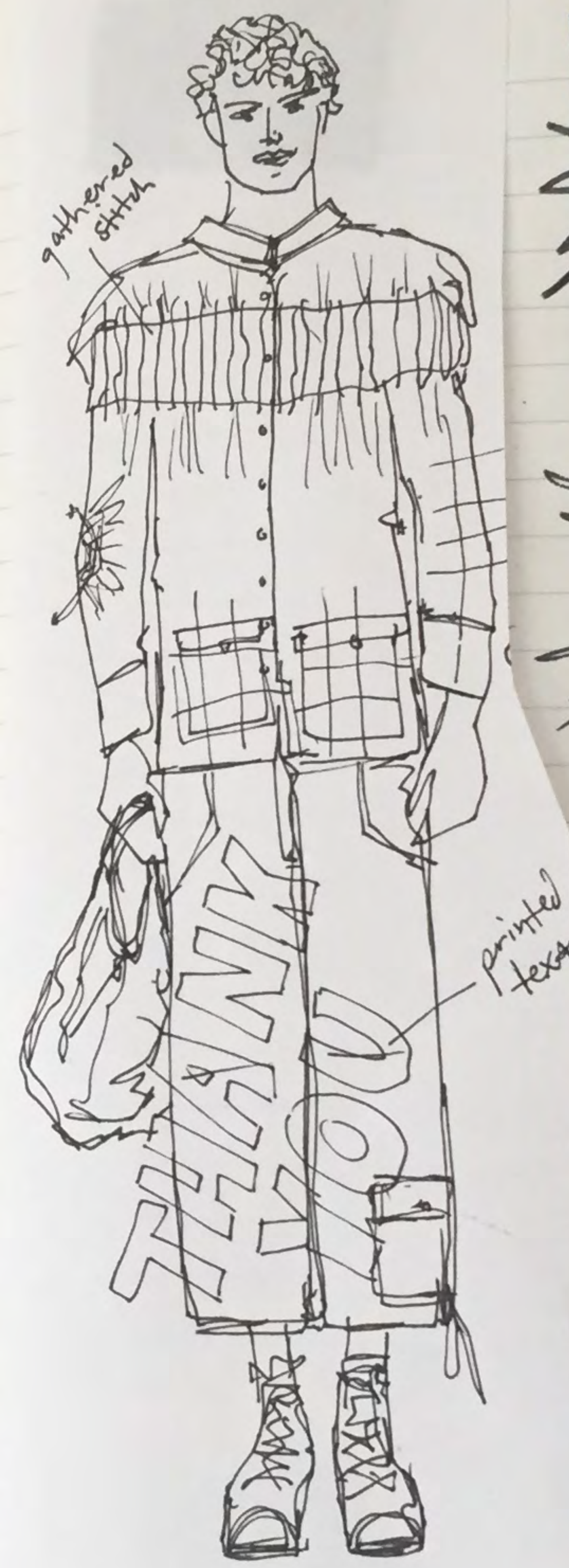
Neighborhood
Local
Relationship
Between
the
customer
+
the shopper
+
the cashier

DM
SIDE



Texture Study
+
Shape
+
Package Design
+
Aesthetic Values

WE ARE HAPPY TO HELP!!!



need to develop something
more innovative than gathers!
So basic and not advanced.



→ The scenario when the customer asks for the cashier's opinion yet the customer is the one who is shopping so they should really be asking themselves whatever question. A daily thought from the full time cashier

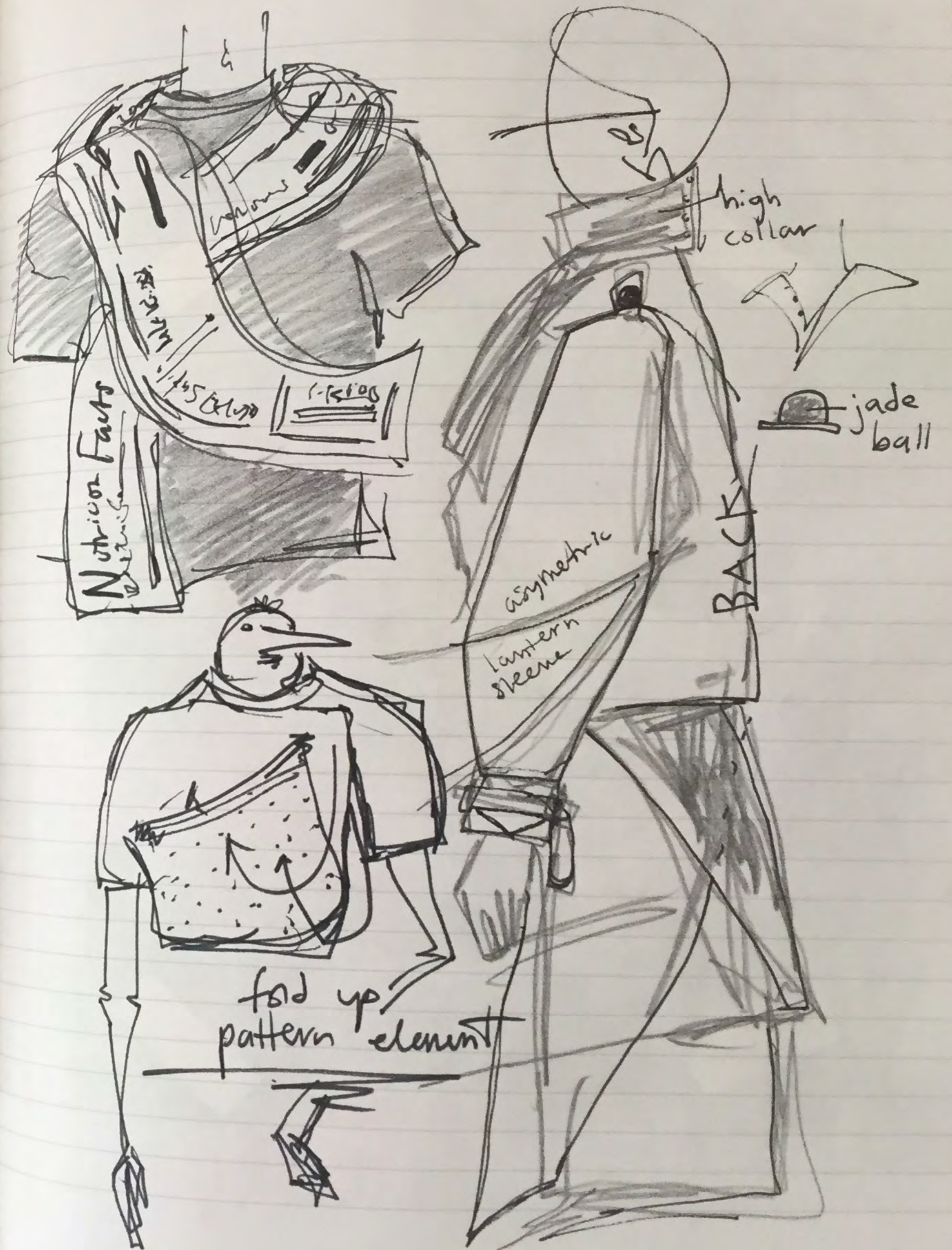
Thursday 3:24
May 2 2007



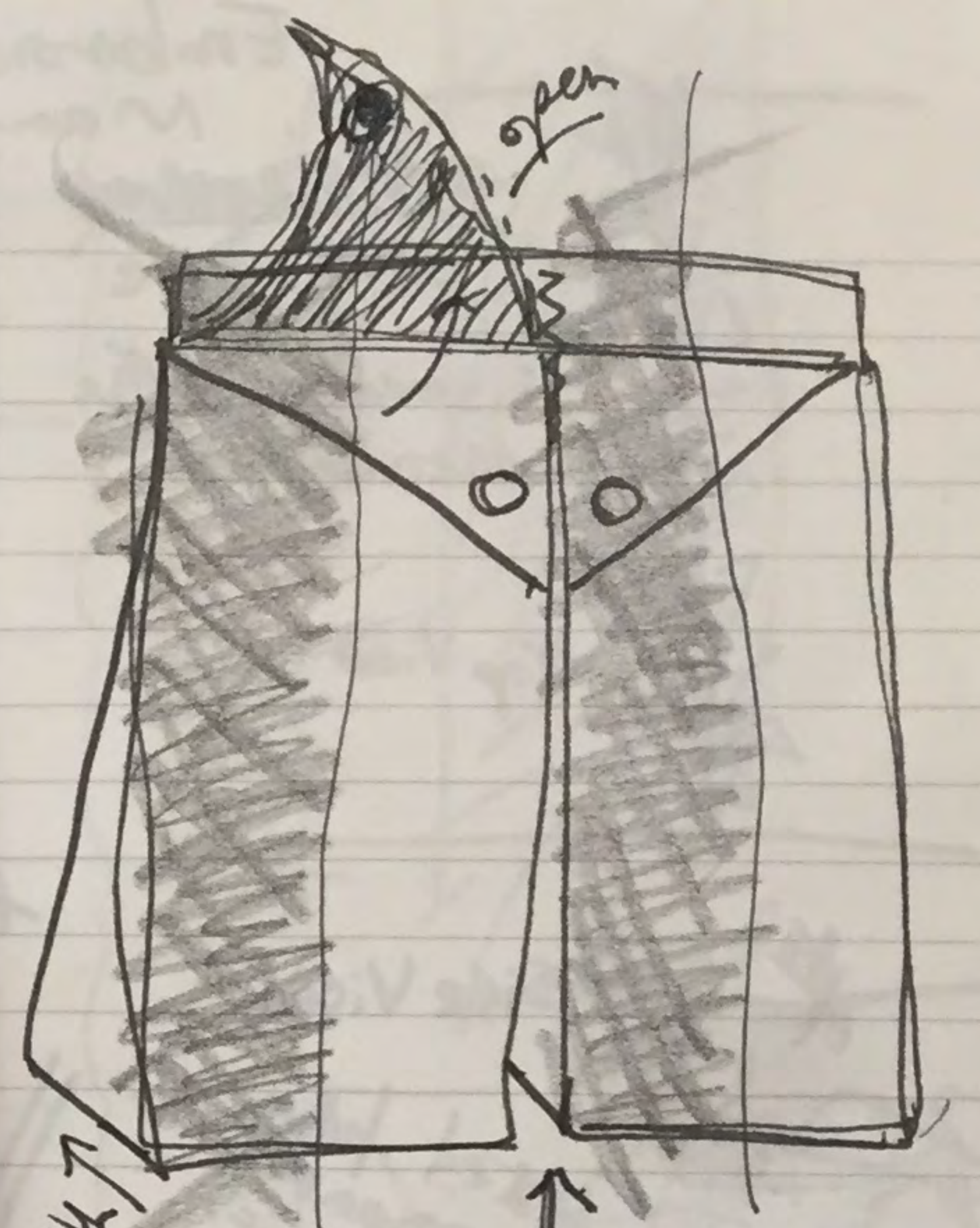
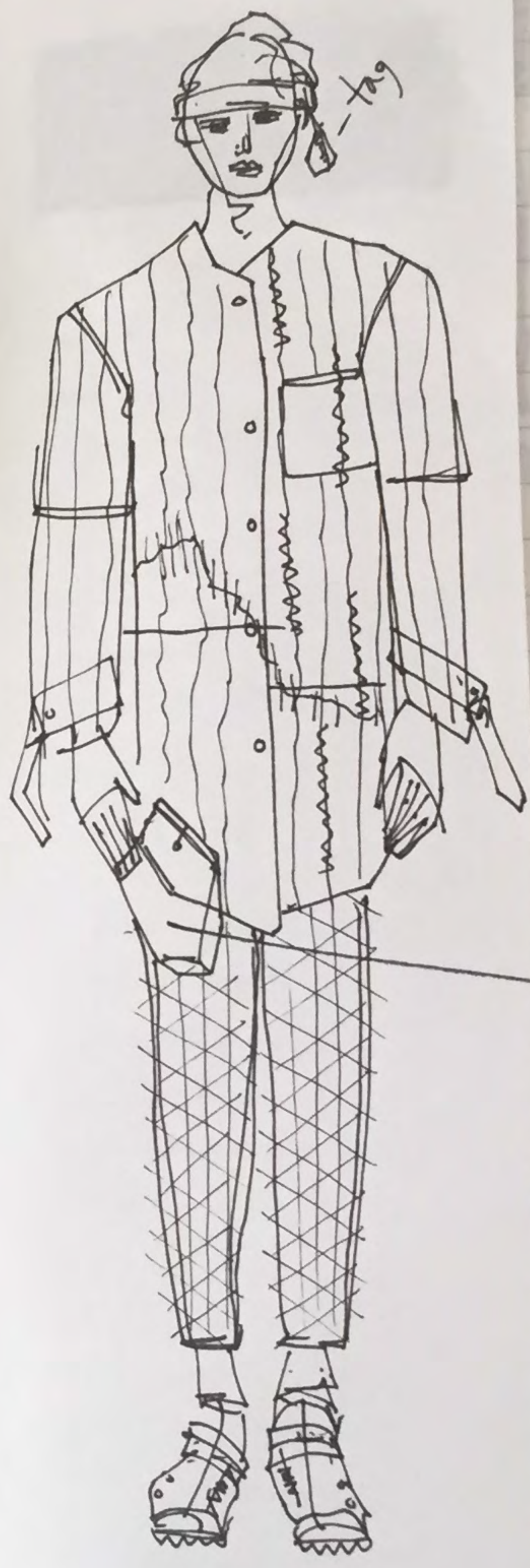
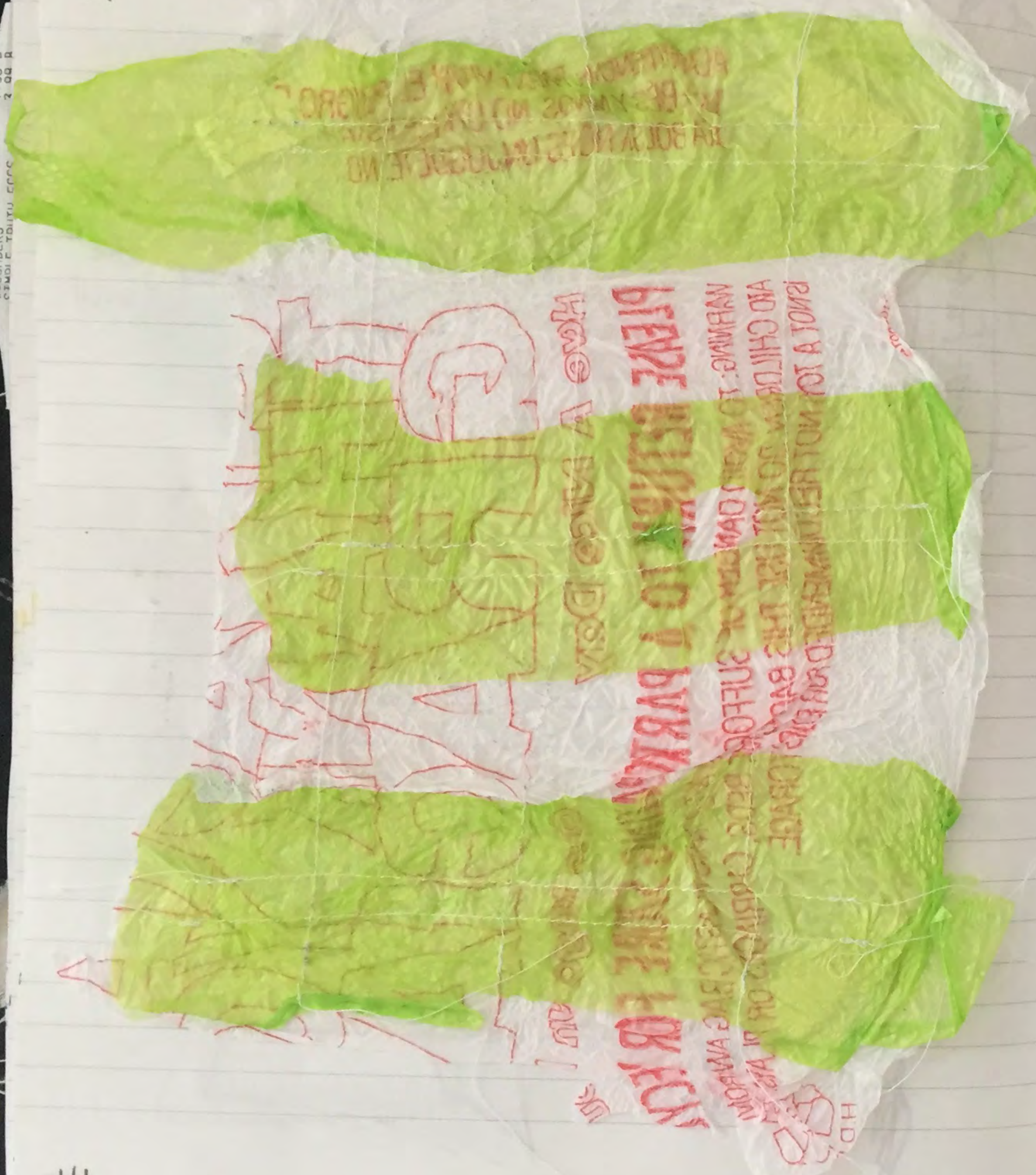
The New
Grocery Uniform



a collection of textures that one might find in a grocery bag if searching

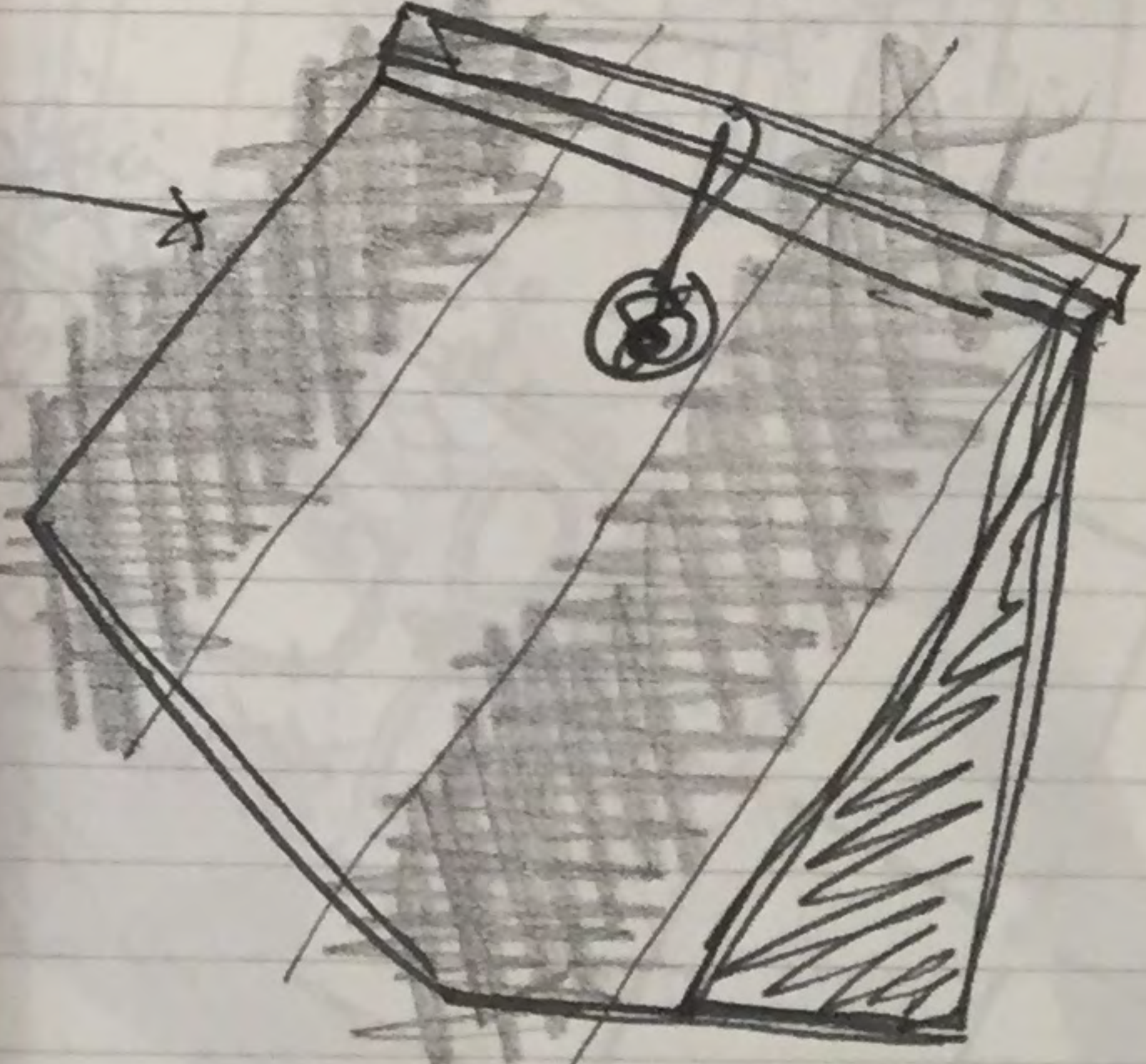


experimentation
iron heat on two plastic
bags to develop USABLE
textile, likely waterproof



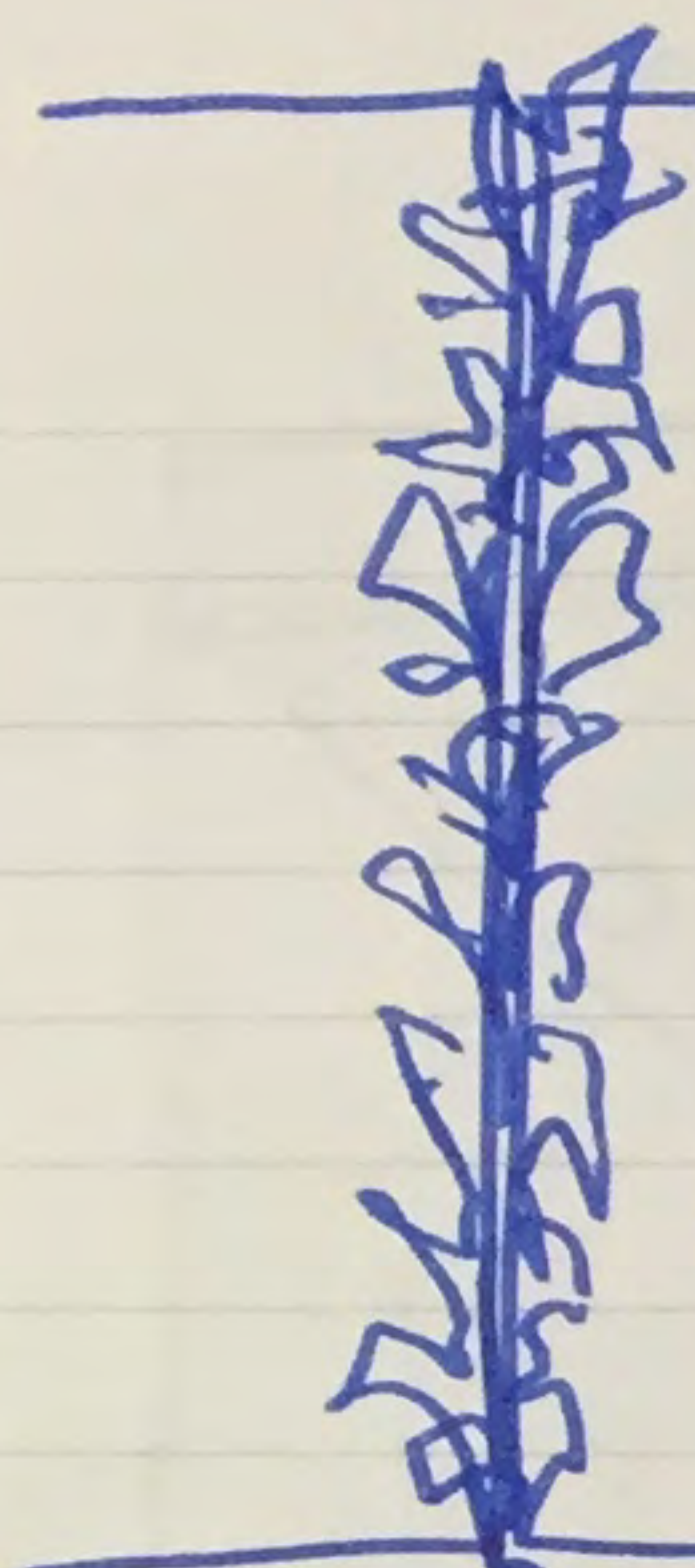
width ↑

split pocket detail



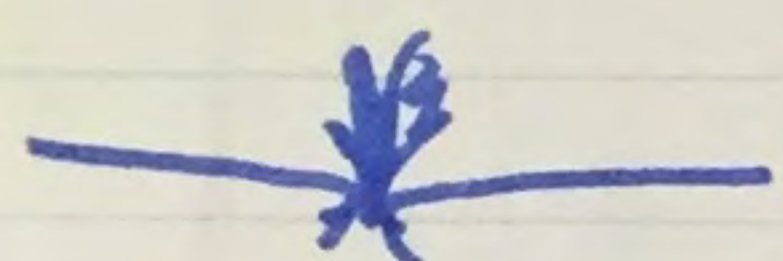
POCKETS

Embroider / Textile Manipulation research

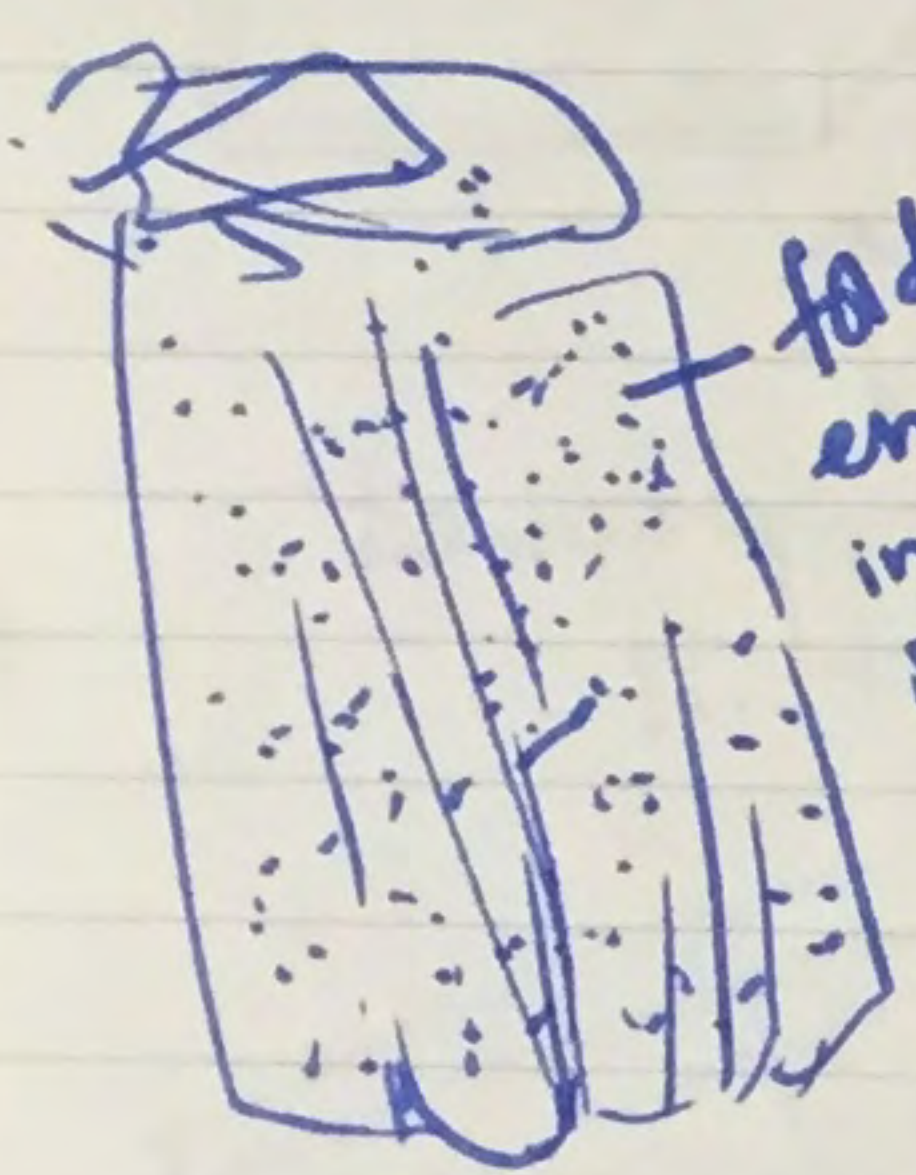


side wide
inserted ruffle
element

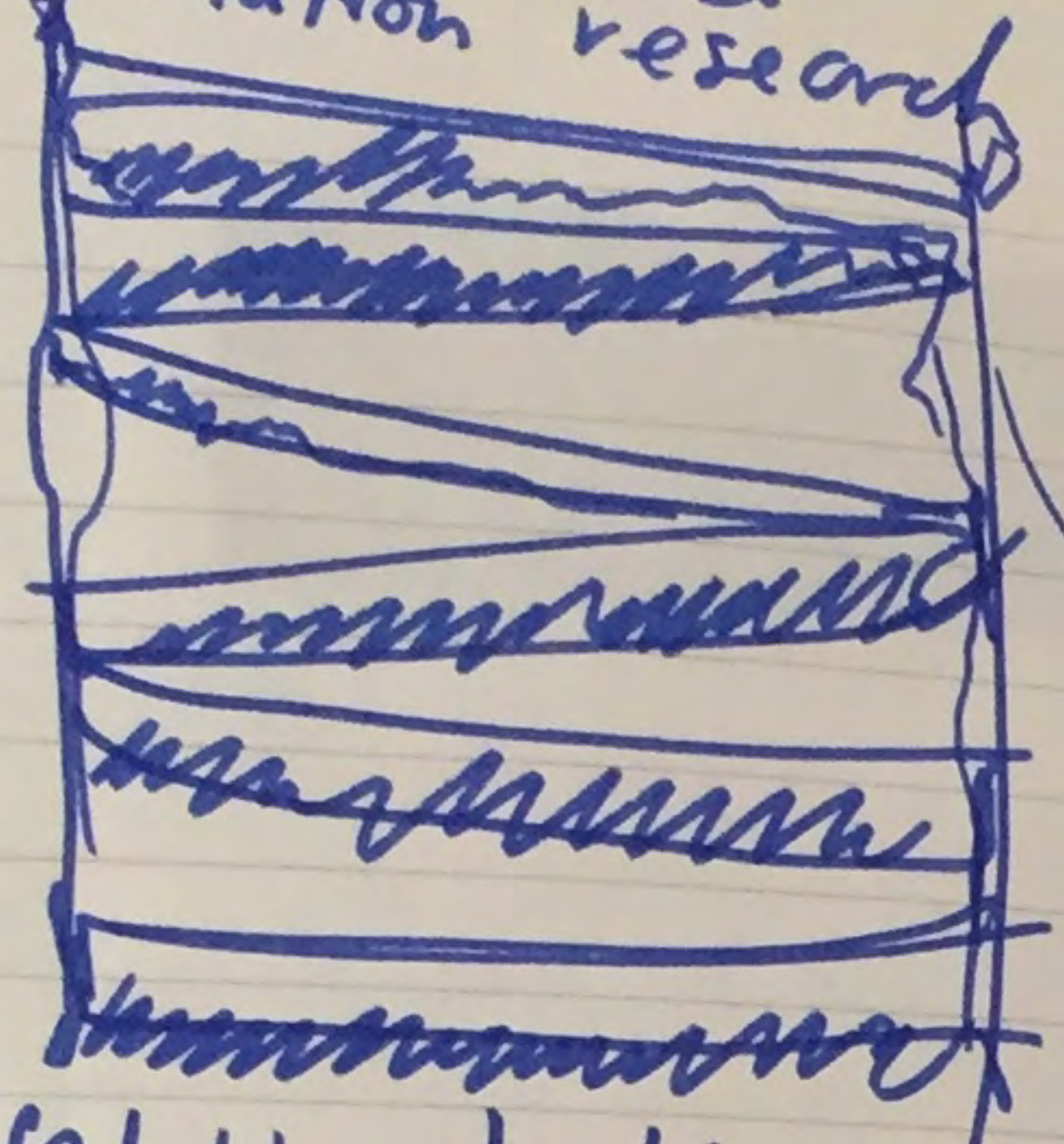
Top View



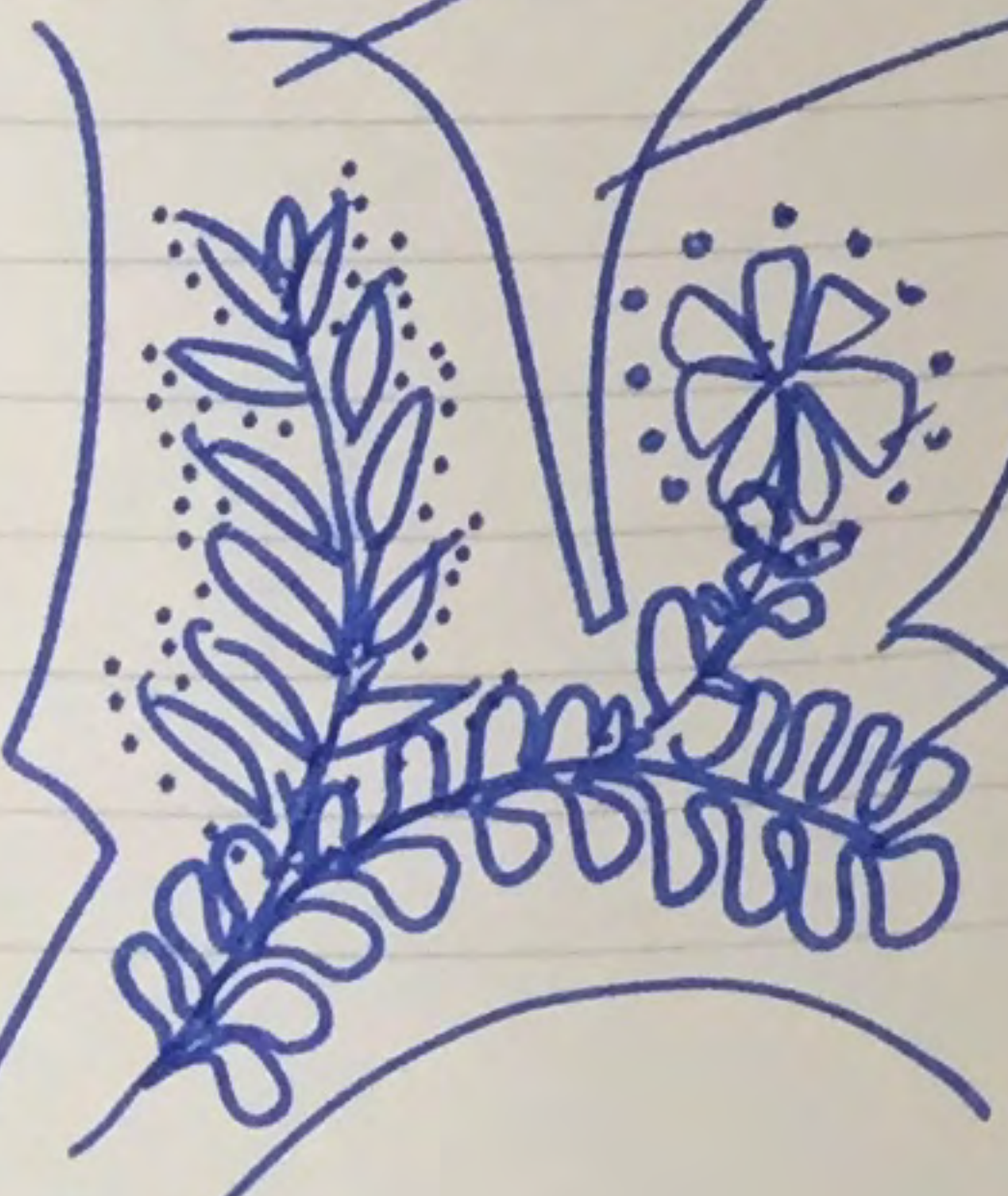
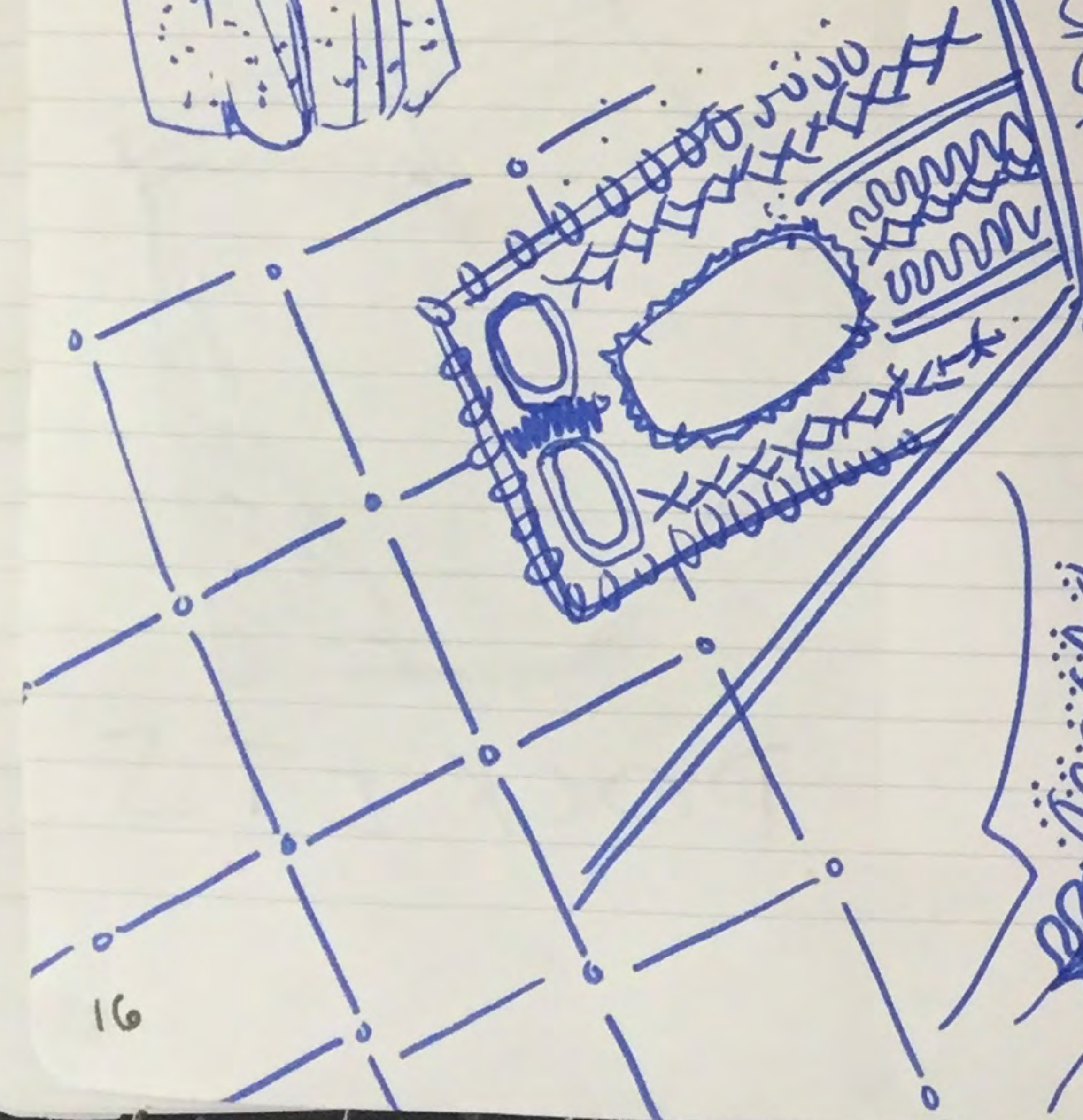
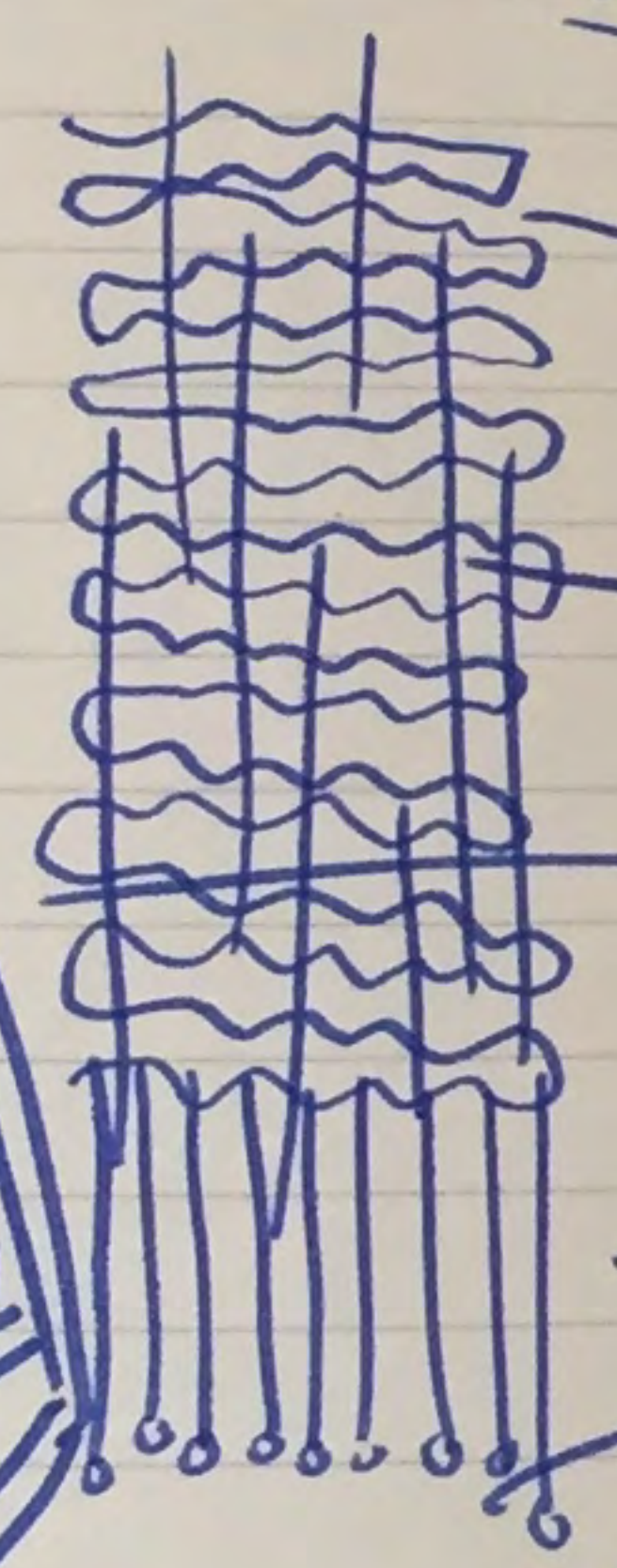
Side View



folded tube
encompasses
inner fabric,
sheer coating.

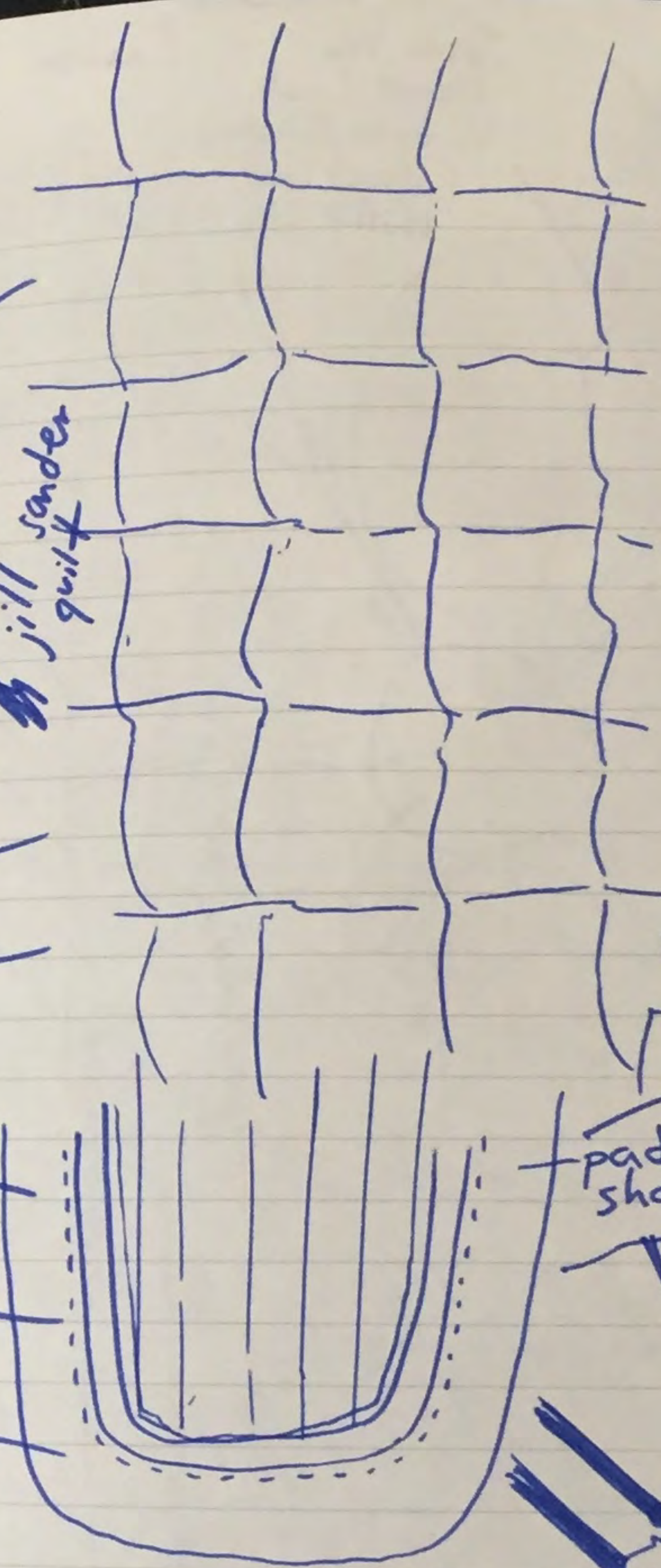


foldable pleating



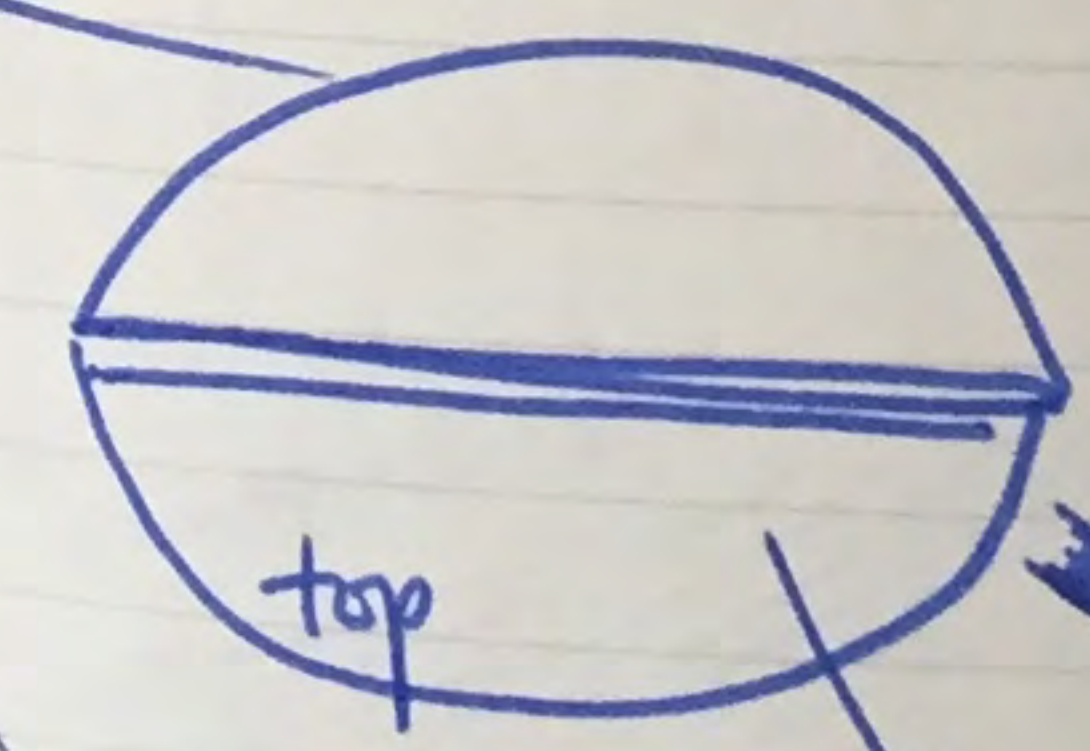
seam + pinch

jill sanders
quilt



stretched
bias pull

padded
shape



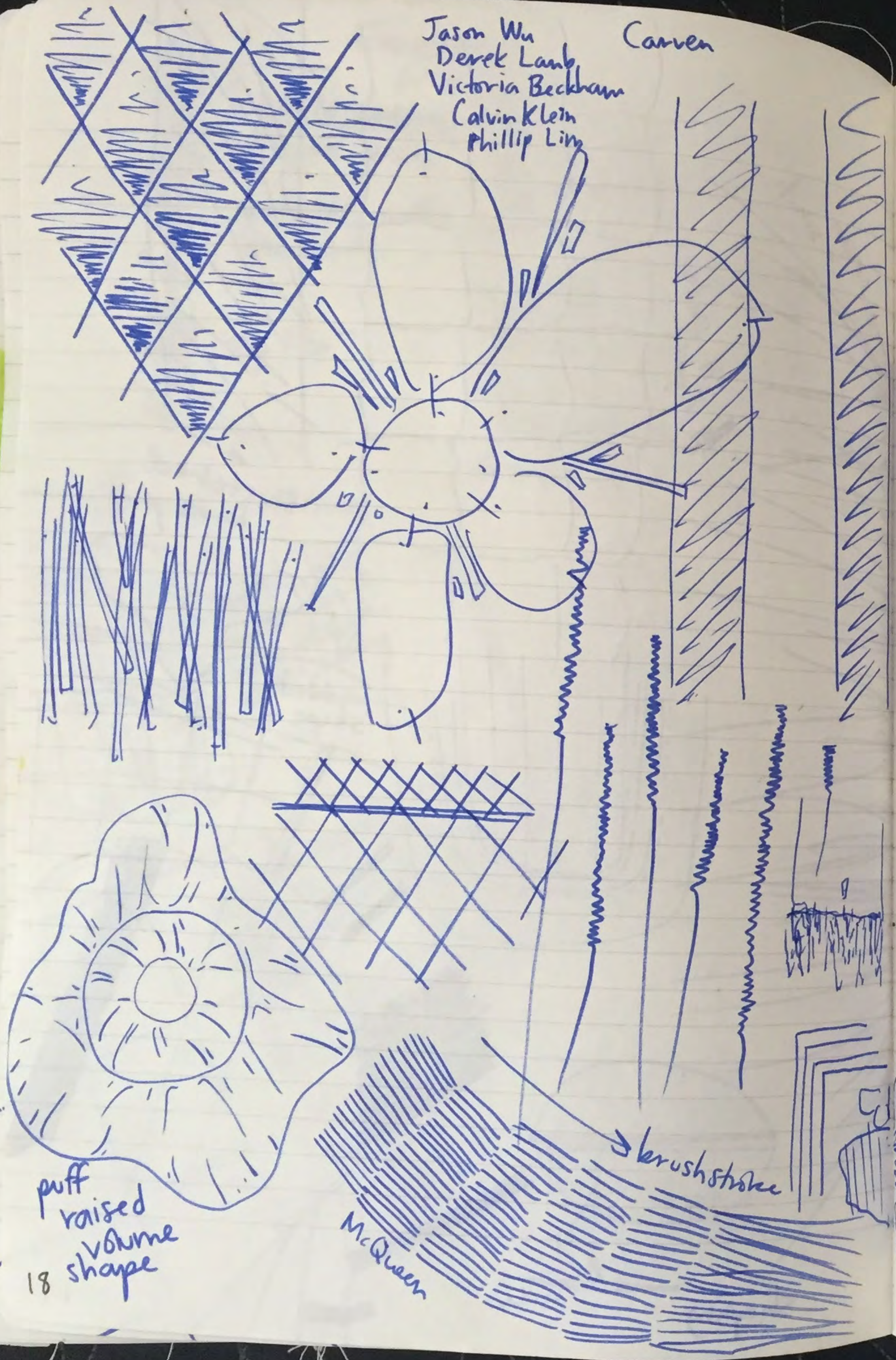
top

shaping

side

Jason Wu
 Derek Lamb
 Victoria Beckham
 Calvin Klein
 Phillip Lim

Carven



puff
 raised
 volume
 shape

McQueen

crush stone

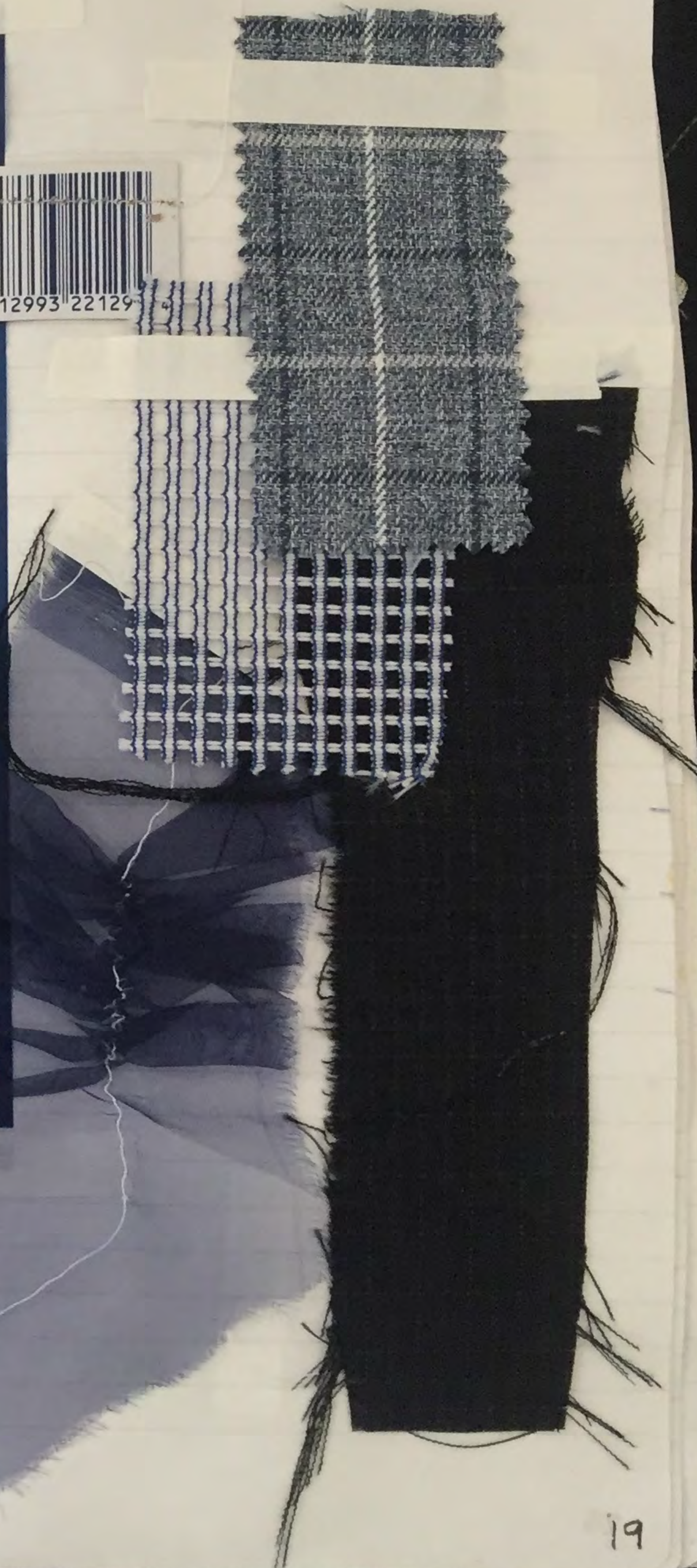


PURIFIED WATER
 WITH MINERALS FOR A PURE, FRESH TASTE

DASANI

| Nutrition Facts | | Amount Per Serving | |
|-----------------------|---------------|--------------------|----|
| Serving Size 1 Bottle | | | |
| Calories 0 | Total Fat 0g | 0% | 0% |
| | Sodium 0mg | 0% | 0% |
| | Total Carb 0g | 0% | 0% |
| | Protein 0g | | |

BOTTLED BY A MEMBER OF THE COCA-COLA BOTTLERS ASSOCIATION, ATLANTA, GA
 PRODUCED UNDER AUTHORITY OF THE COCA-COLA COMPANY, ATLANTA, GA
 PURIFIED BY REVERSE OSMOSIS
 © 2014 THE COCA-COLA COMPANY
 FOR WATER QUALITY AND INFORMATION CALL 1-800-785-5847 OR VISIT WWW.DASANI.COM

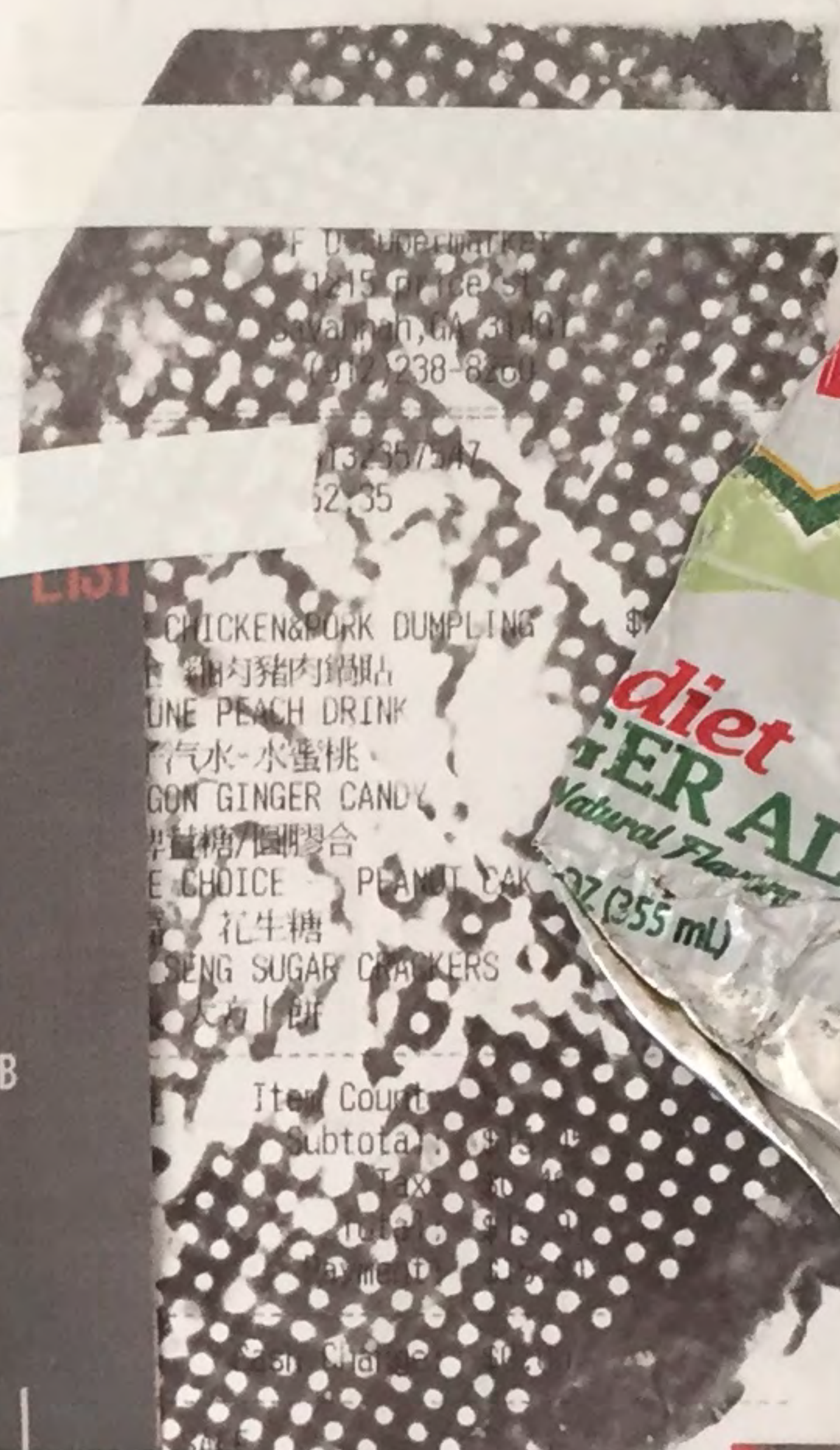




bling boy \$\$\$



| NAME | QUANTIT | PRICE |
|-------------|---------|-------|
| OSOGOLLA | PER PK | |
| OHY YOGHURT | | |
| HONPAPRI | | |
| OLAPJAM | PER PK | |
| ALOJAM | | |
| OMCHOM | | |
| LAPI | PER LB | |
| GUR SONDESH | | |
| HIR KODOM | | |
| AR PILA | | |
| TOAST | | |

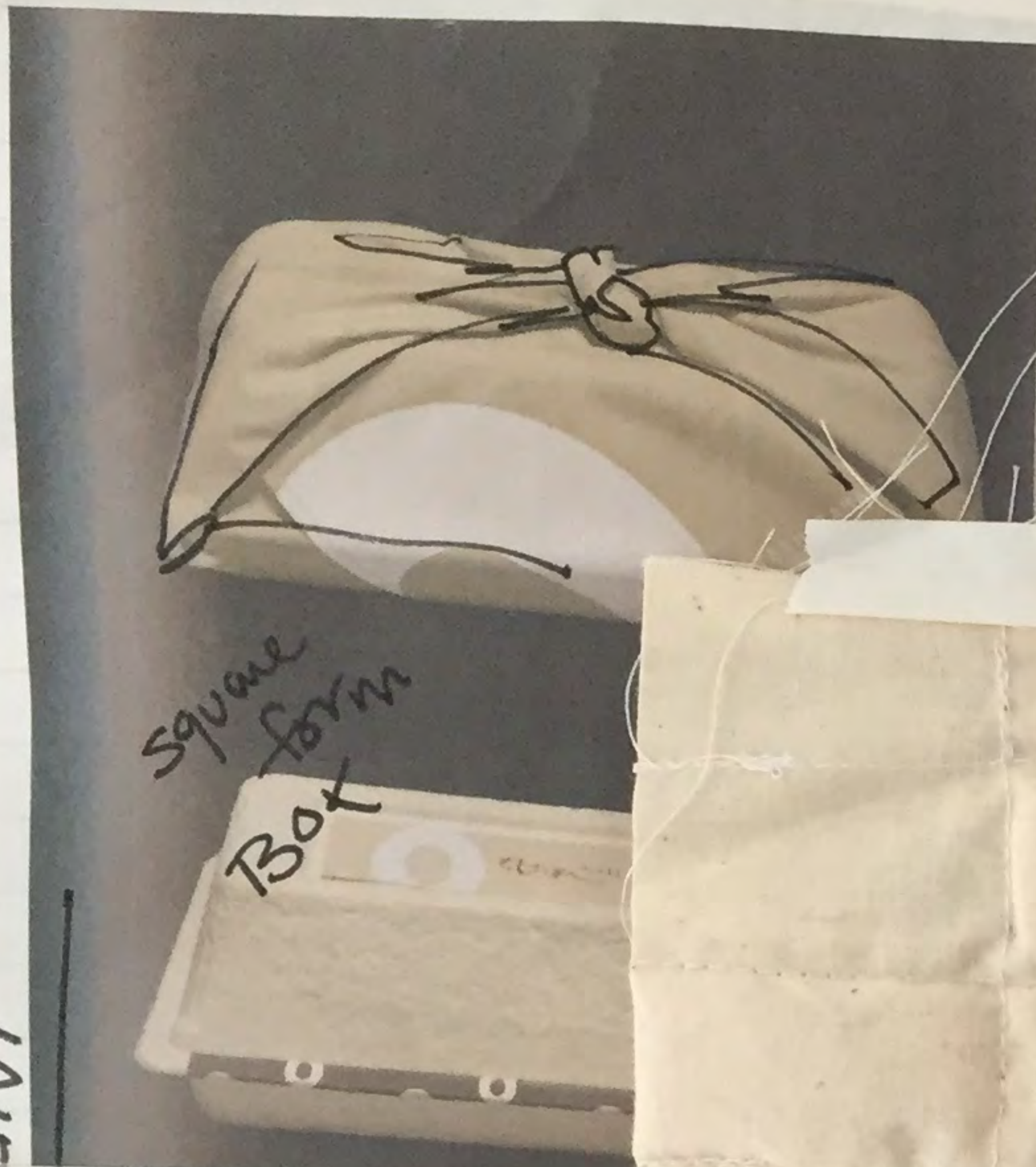


US DEBIT
 980840
 0048000
 06010A03608000
 TSI: 6800
 ARC: 00
 CVM: ONLINE PIN

| TAX-CODE | RATE | TAXABLE | TOTAL TAX |
|-------------|------|---------|-----------|
| 0 DEFAULT T | 3.0% | \$15.45 | \$0. |
| TOTAL TAX | | | \$0. |



LOOK INTO PACKAGING DESIGN



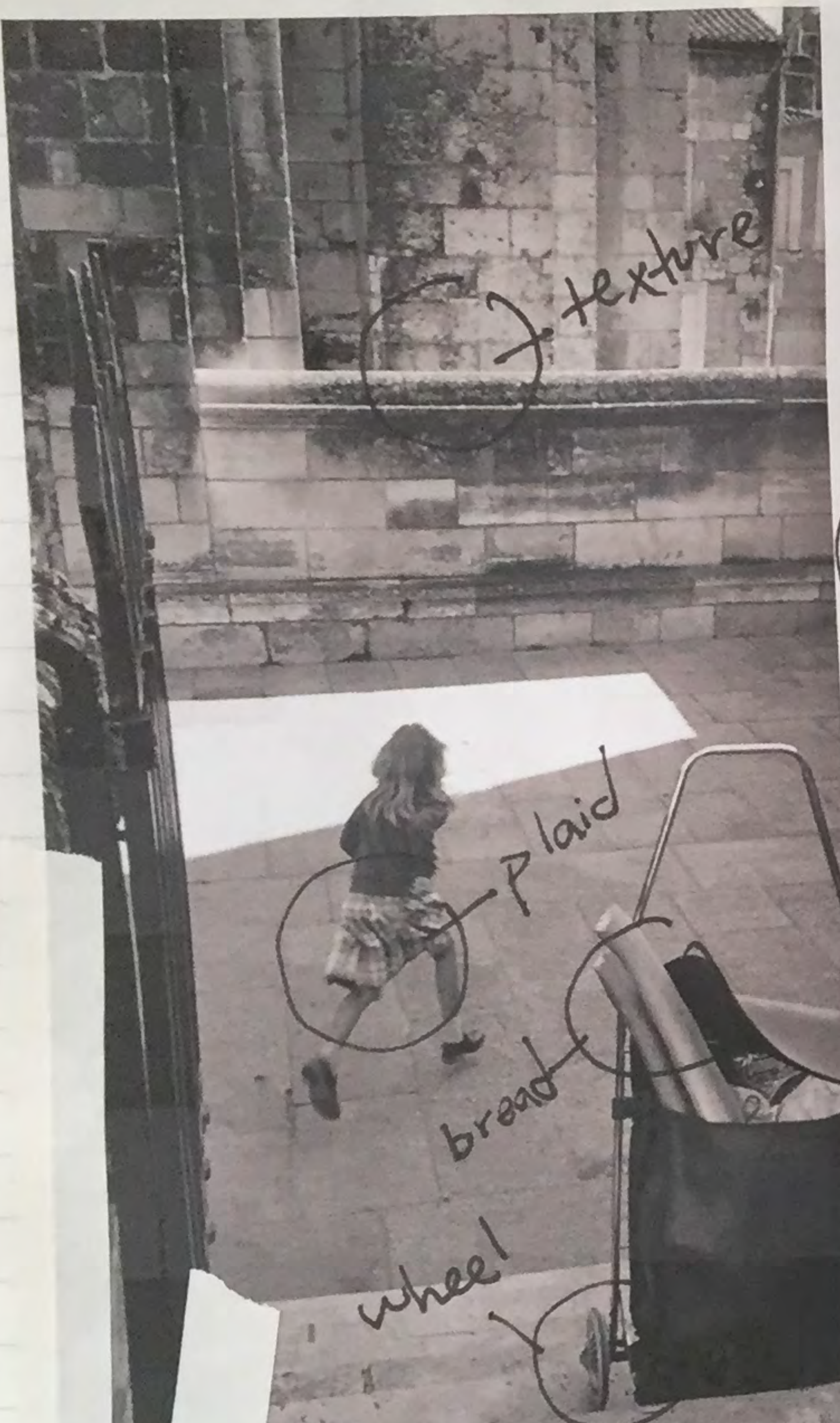
square form
Box



ings, without
not having them
m, gaining there
of us can resist
need to learn to
lead of the new
usive form in things
individualistic. This
ing, the reversal
households we over
ly occasional use-
nands and temper-
more than
cling to us as we
per our freedom.
Anni Albers



LOOK INTO MATERIALS



texture

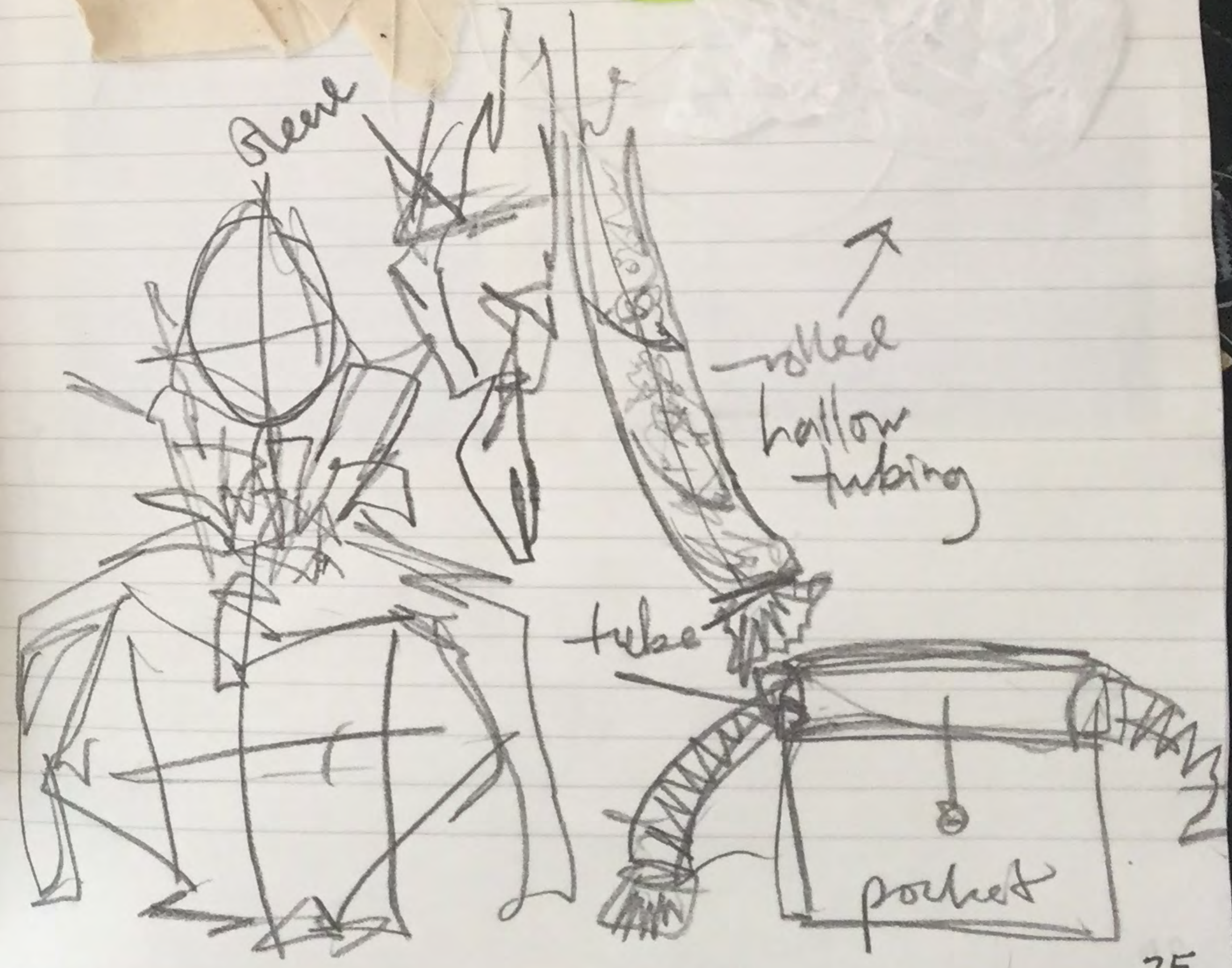
plaid

bread

wheel



clog



sleeve

rolled hollow tubing

tube

pocket

COLOR

STORY



WARM

HUES



C O L O R



S T O R Y



G R E E N S



H U E S



N U E T R A L S

COLOR



STORY



BLUES



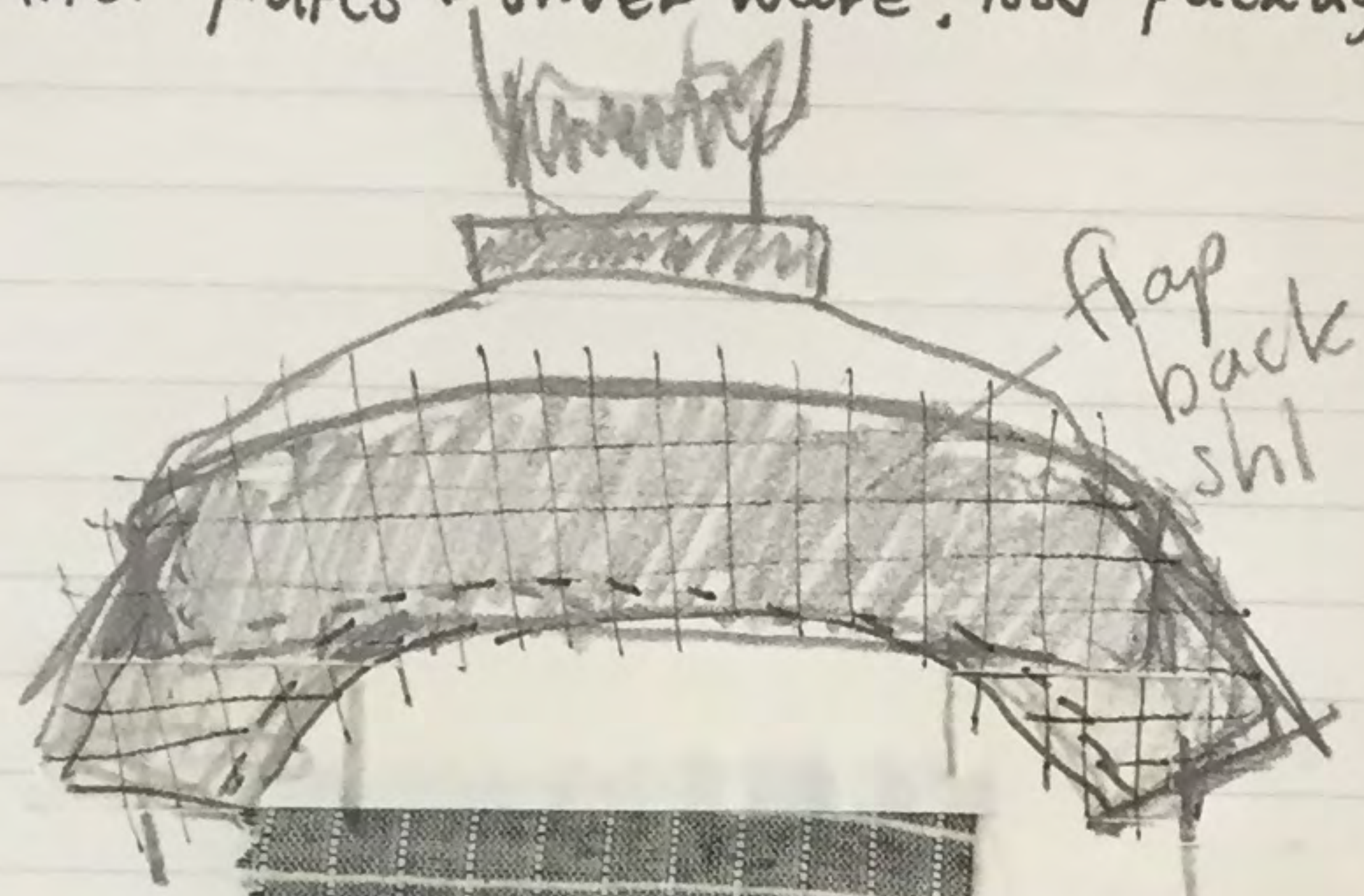
HUES



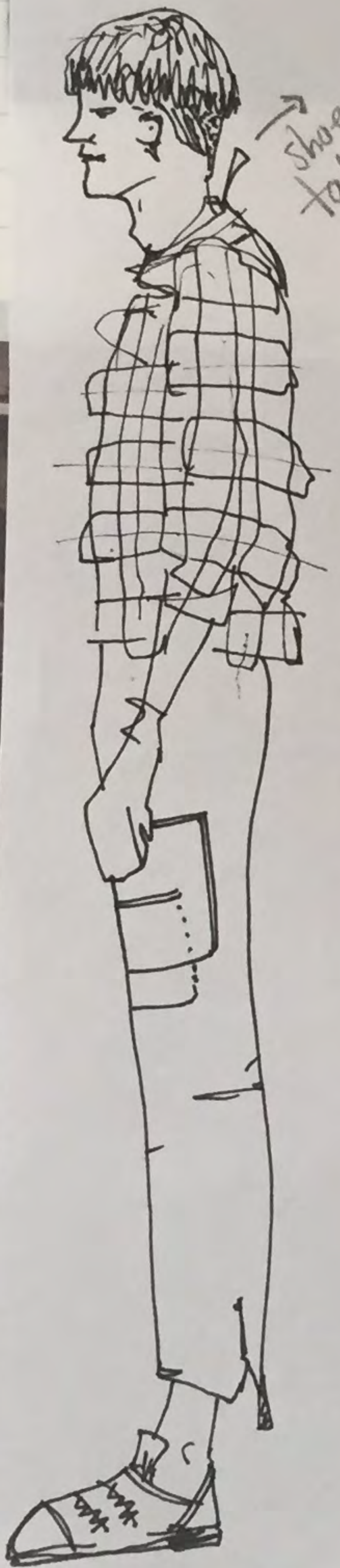
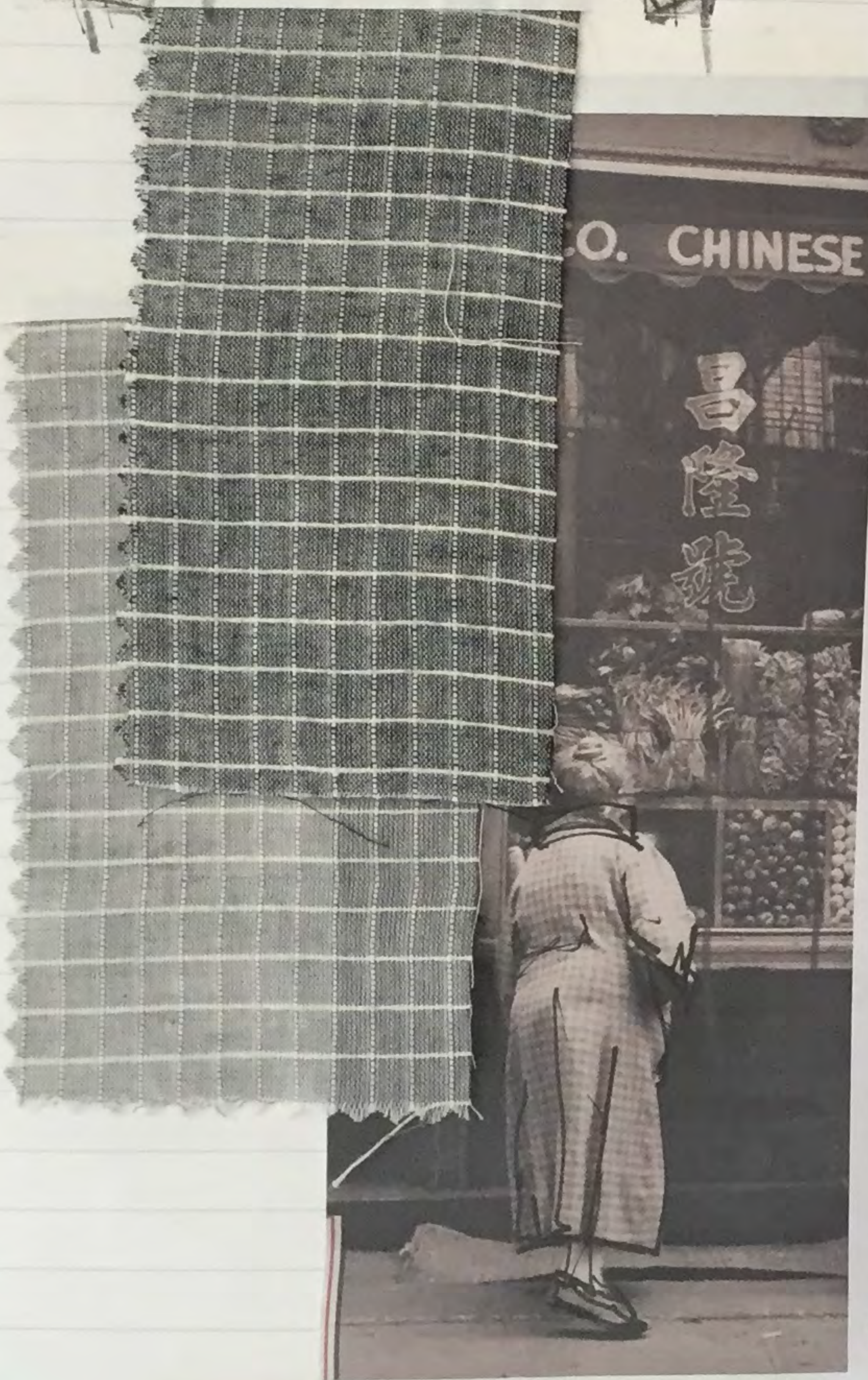
BLACKS

SHADES

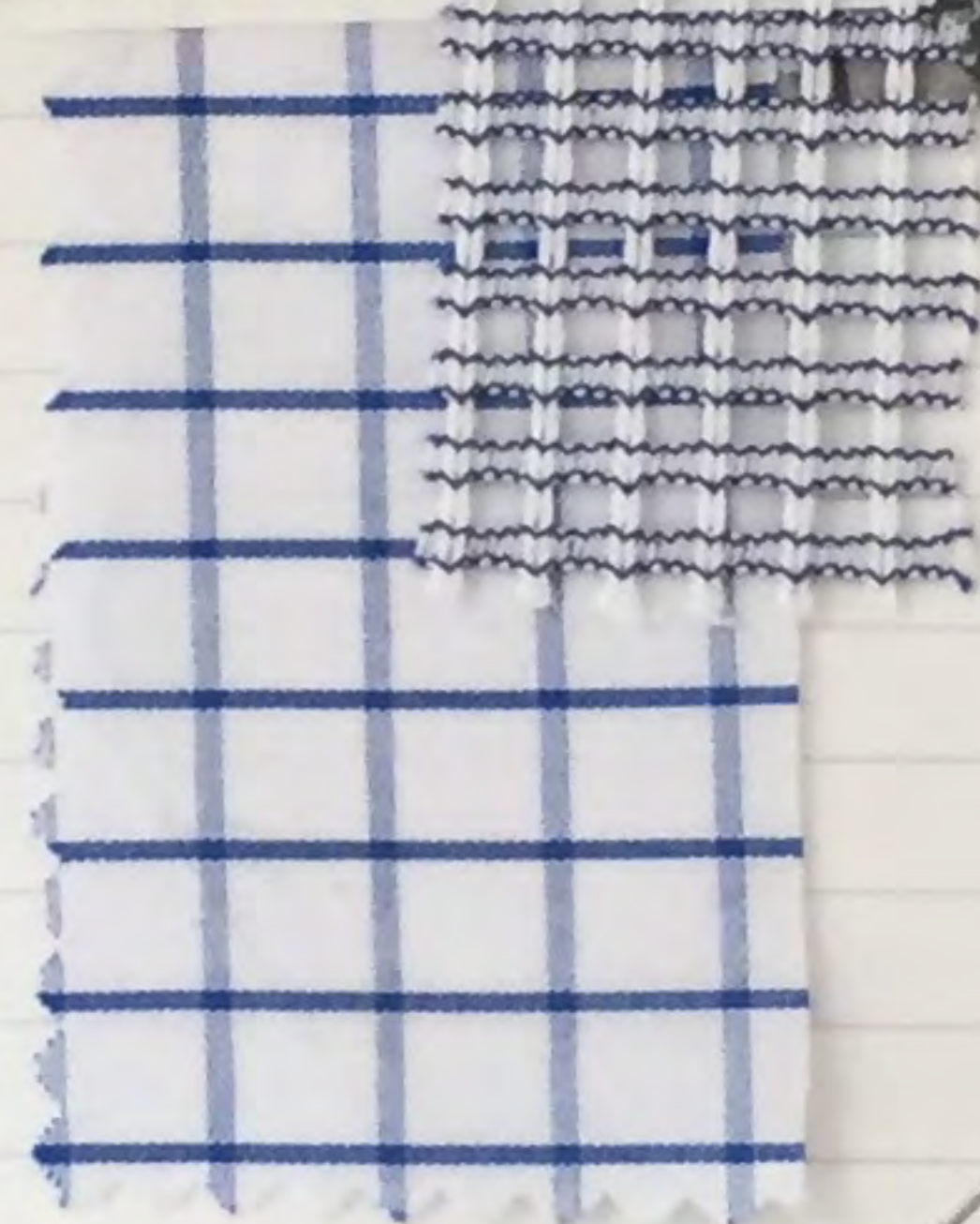
print + pattern: plastic bag shape, gel liquid, square text, logo manipulation, repeat stacked shapes, fruits/foods, dinner plates + silver ware, food packaging design.



flap back sh1



shoe tab



sleeve! lessons

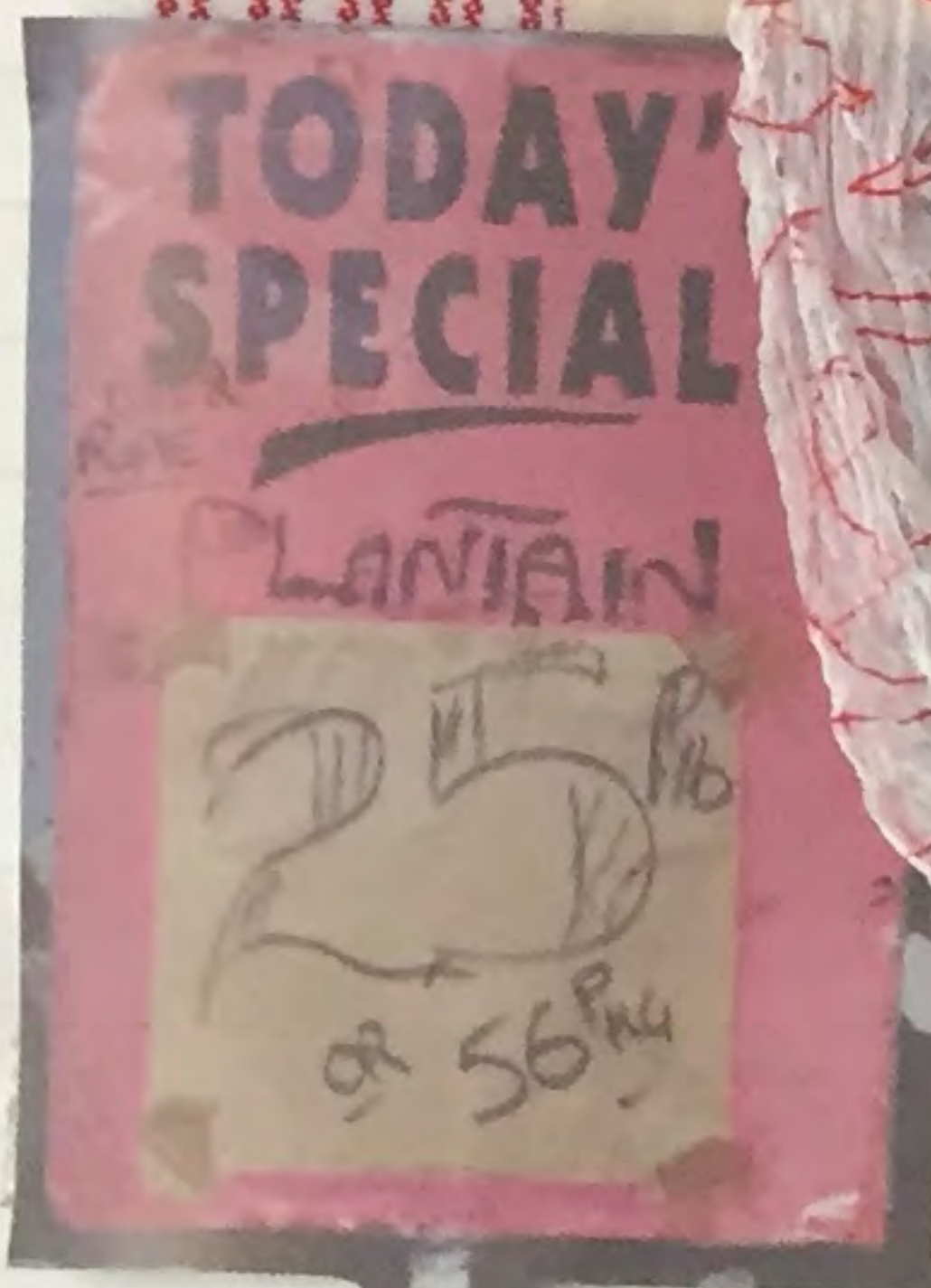


Nutrition Facts

about 3 servings per container
 Serving size 2 oz (56g/about 1/4 cup dry
 and 1 1/4 Tbsp seasoning) (1/2 cup pre

| | per 1/4 cup dry mix | % DV* | per cup |
|---------------------------|------------------------|-------|------------|
| Calories | 200 | | 200 |
| Total Fat | 1g | 1% | 4.5g |
| Saturated Fat | 0g | 0% | 0g |
| Trans Fat | 0g | | 0g |
| Cholesterol | 0mg | 0% | 0mg |
| Sodium | 670mg | 29% | 670mg |
| Total Carbohydrate | 42g | 15% | 42g |
| Dietary Fiber | 2g | 7% | 2g |
| Total Sugars | 2g | | 2g |
| Incl. Added Sugars | 1g | 2% | 1g |
| Protein | 5g | | 5g |
| Vitamin D | 0mcg | 0% | 0mcg |
| Calcium | 0mg | 0% | 0mg |
| Iron | 0.5mg | 2% | 0.5mg |
| Potassium | 140mg | 2% | 140mg |

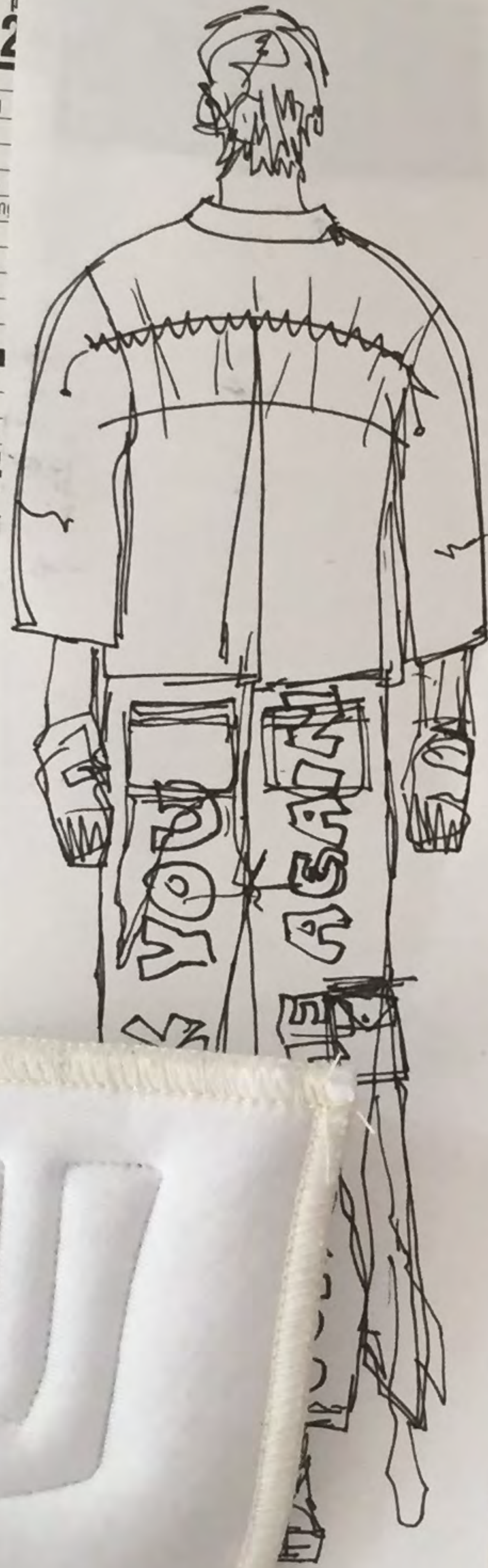
*The % Daily Value (DV) tells you how much a nutrient in a serving of food to a daily diet. 2,000 calories a day is used for general nutrition advice.



THANK
 YOU
 CONSUME



CONSUME
 AGAIN



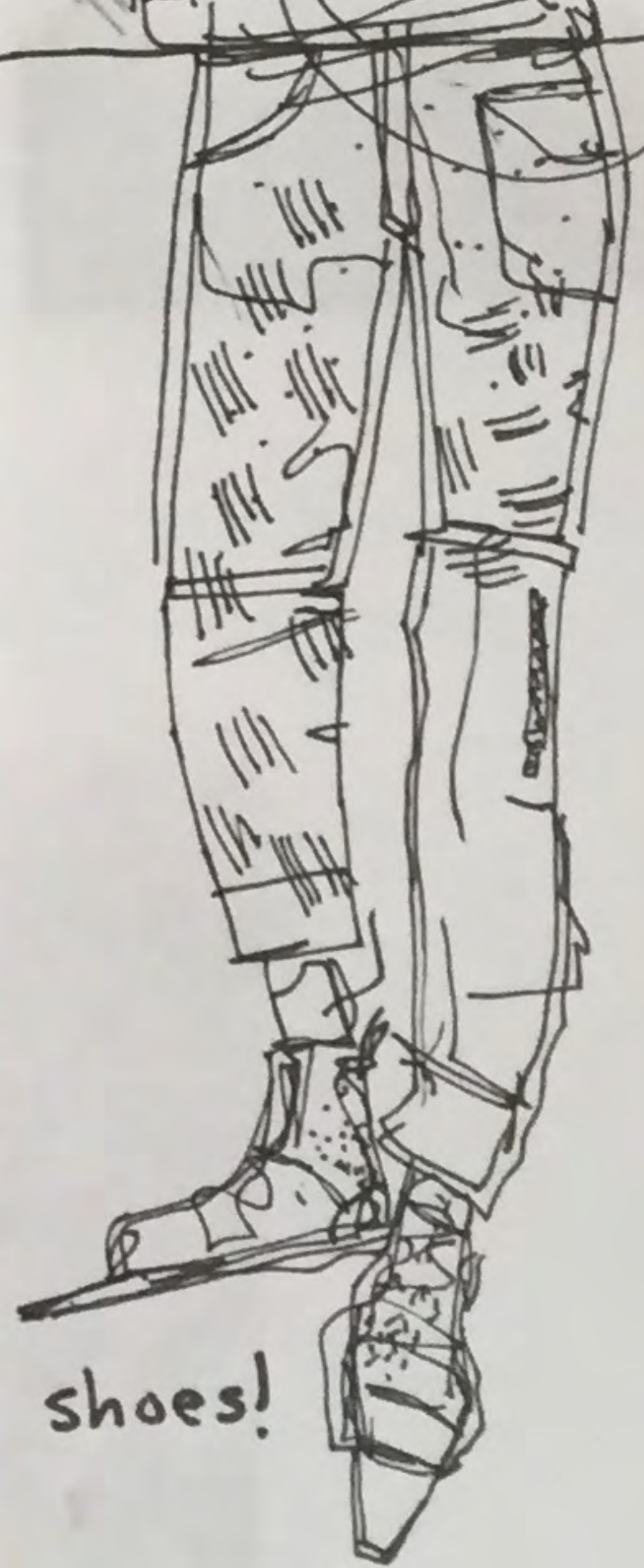
analyzing the organization of sales then translate into seam/pattern proximity and design!

Knit for the neck
 Thank you
 Girl
 new uniform



| ITEM | PRICE |
|------|-------|
| ITEM | PRICE |
| ITEM | PRICE |
| ITEM | PRICE |
| ITEM | PRICE |
| ITEM | PRICE |
| ITEM | PRICE |
| ITEM | PRICE |
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| ITEM | PRICE |

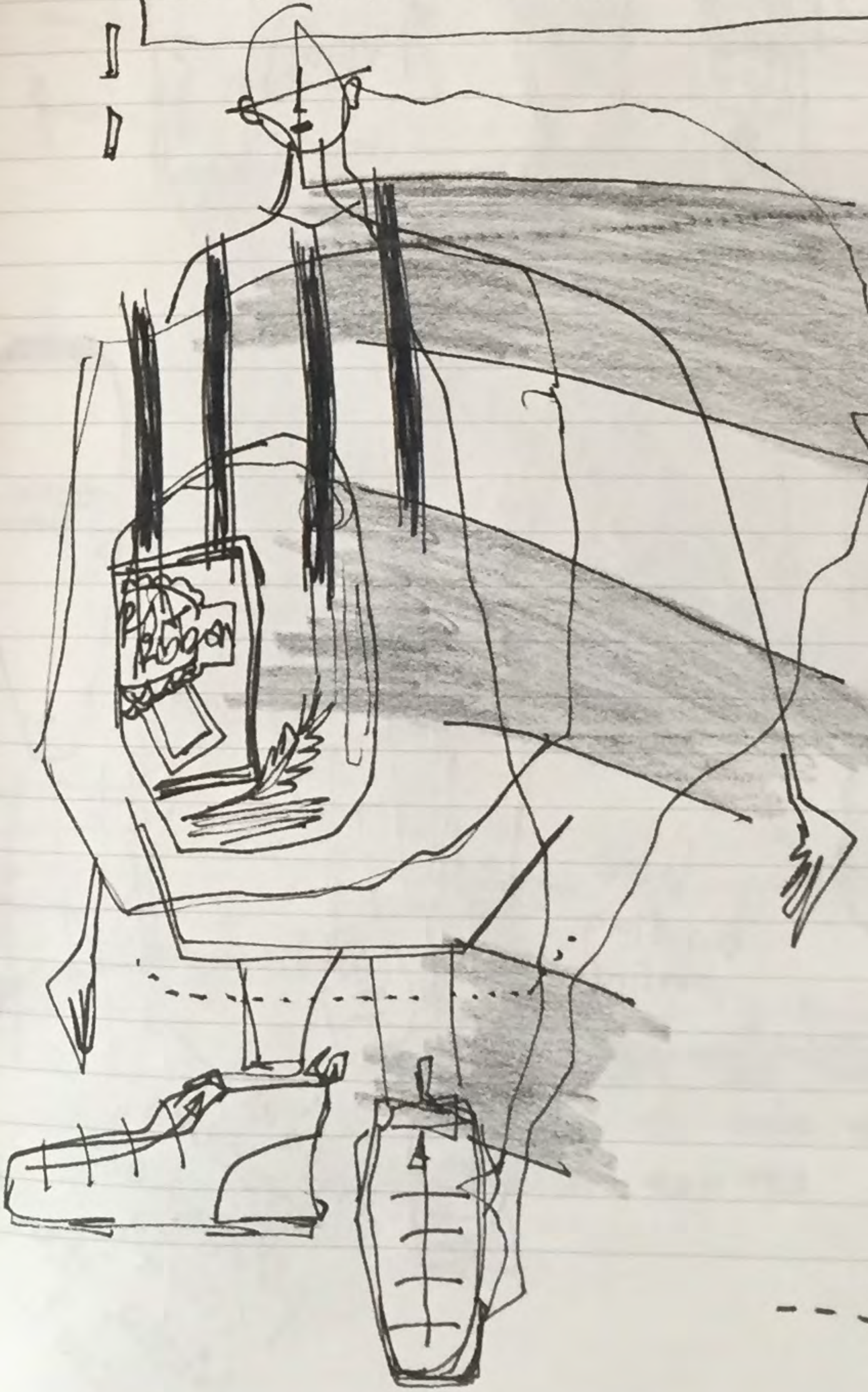
HAT INSPO



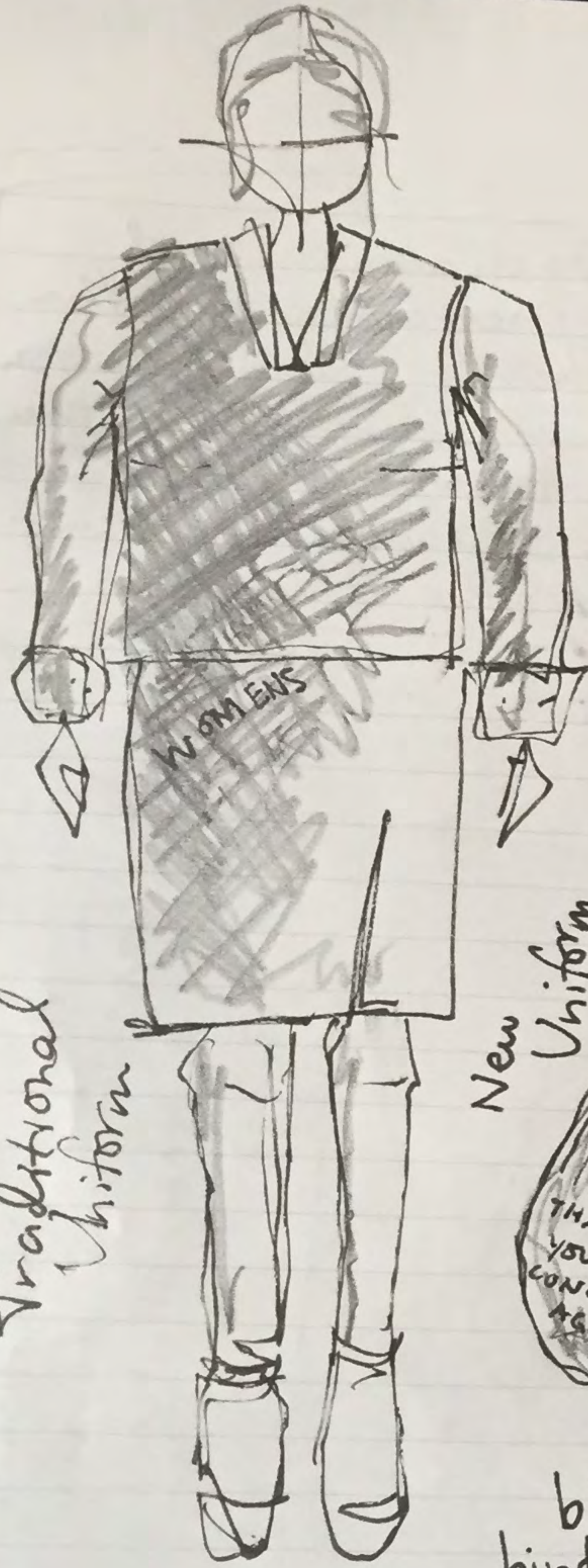
shoes!



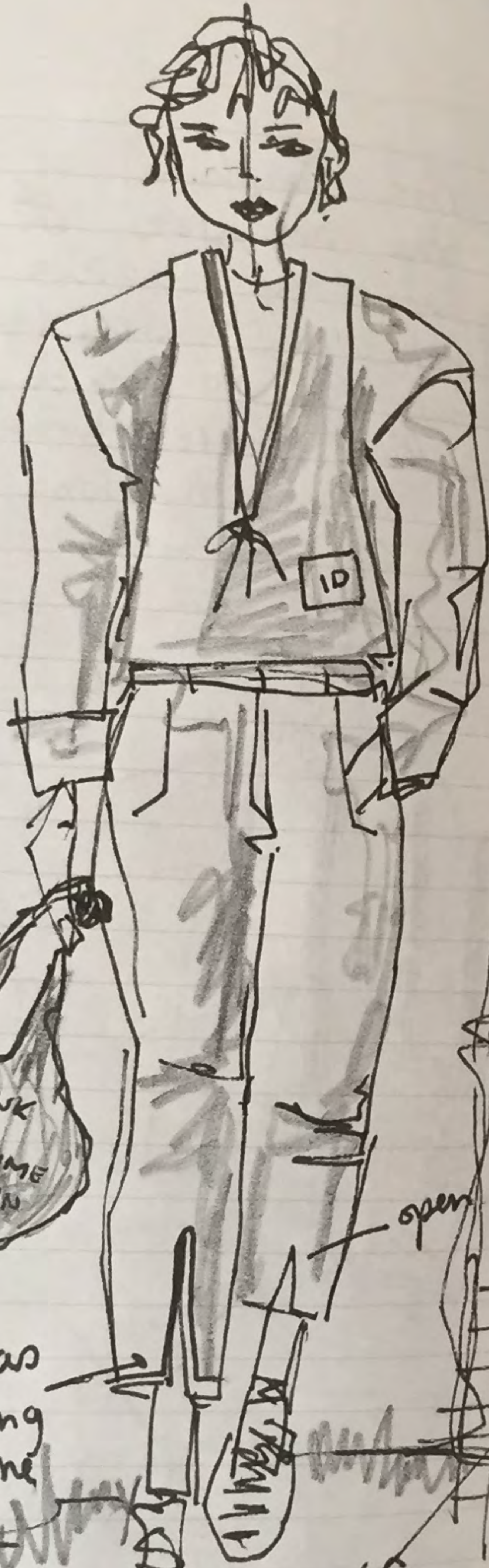
the archival of packaging and the analyze of packaging for the sanitary measure through transportation but also to develop an identity for the food item to blend into and become. Branding taste, texture, quantity and cost to elevate the idea of the item. T.



then the consideration to package through the attachment and protection of things that you want to be.



Traditional Uniform

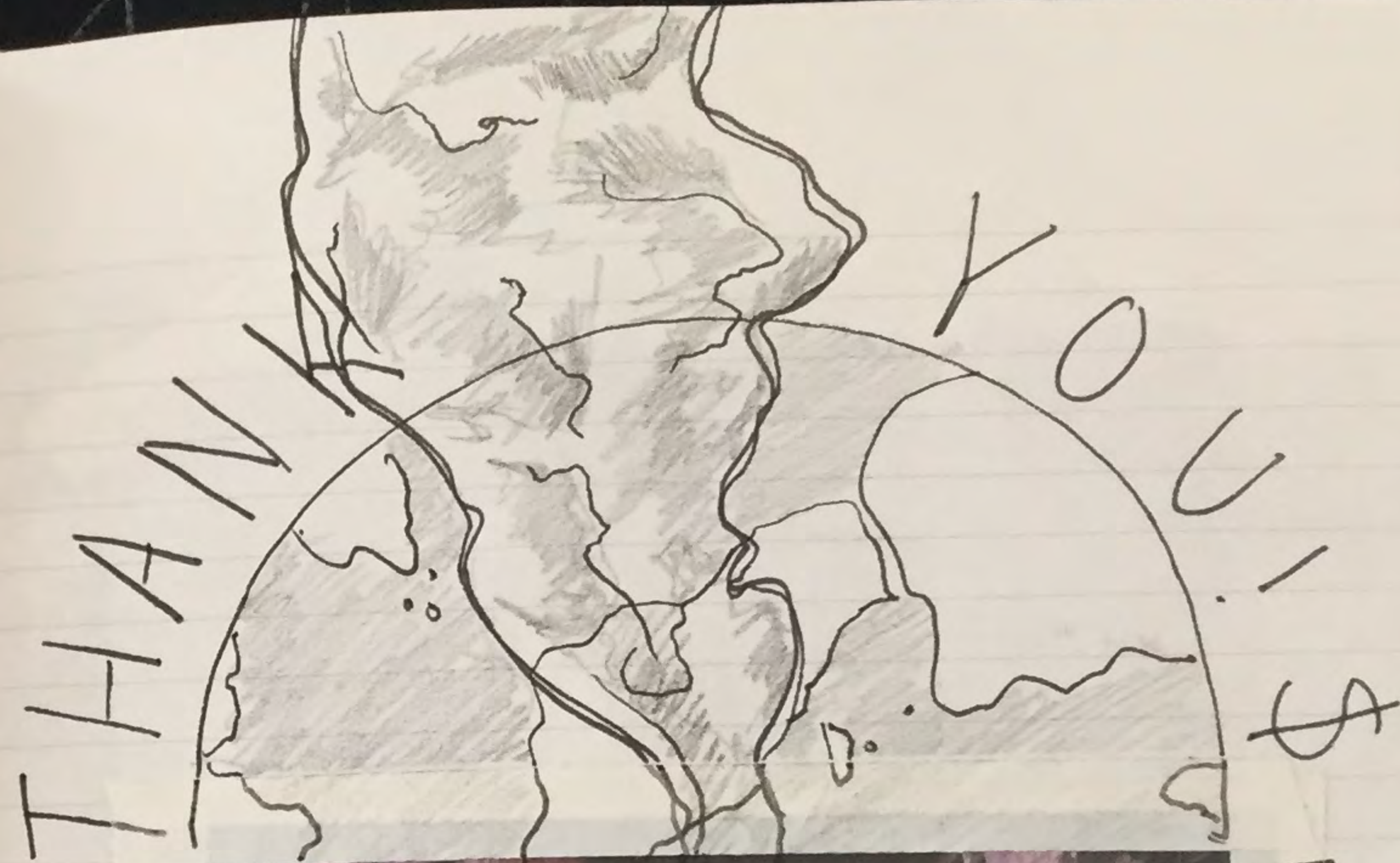


New Uniform

bias binding outline

open

modern grocery personal cart! Make cool design



THE SMOKE BREAK

→ also can be considered as a break from consumerism and a moment in the non-market world, where the only thing up for sale to you is the time of your break which expires daily without intentionally.



6 AM STOCK SHIFT

clock in clock out

TO DO:
GROCERY
LIST

- Texture
- Color
- Shape
- Folding
- stitching
- LA CROIX!!!



T H A N K Y O U
C O N S U M E
A G A I N

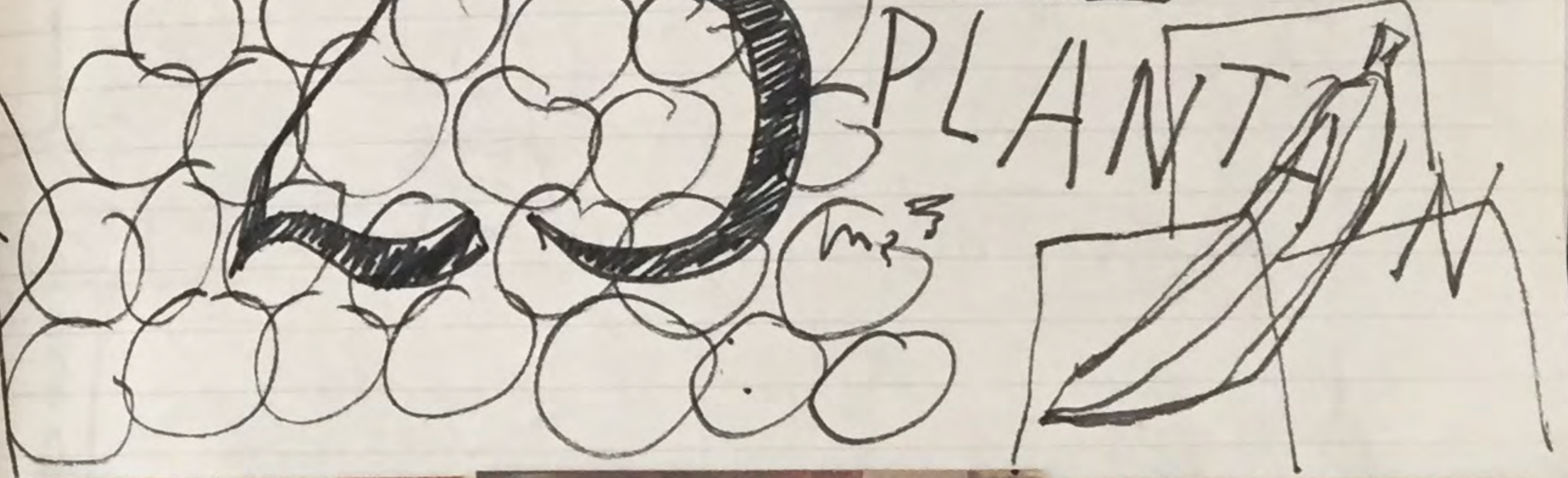
GATORS



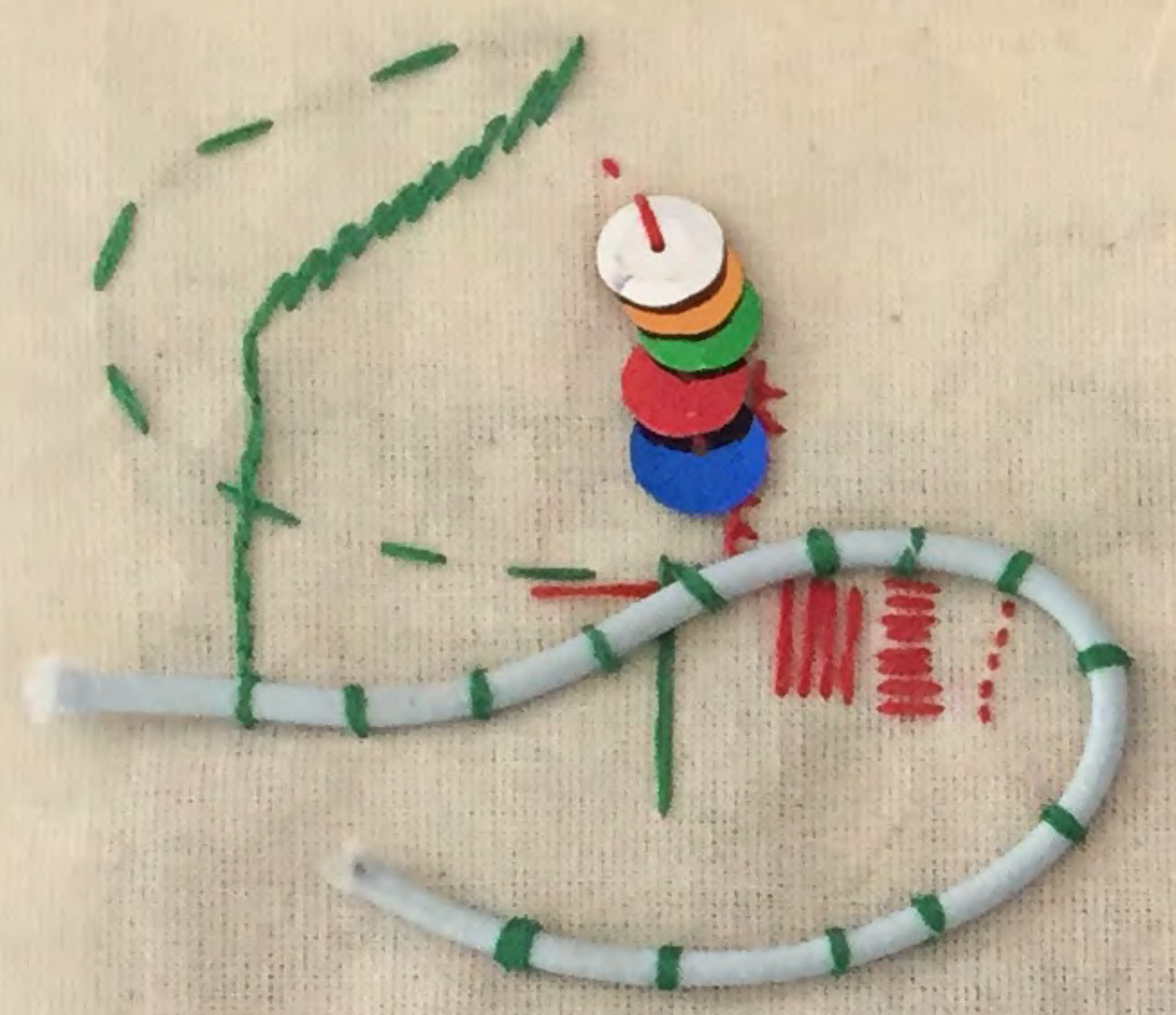
Text
Leaf
= fabric
Crushed

Text
Study

HAEAL GROCERIES

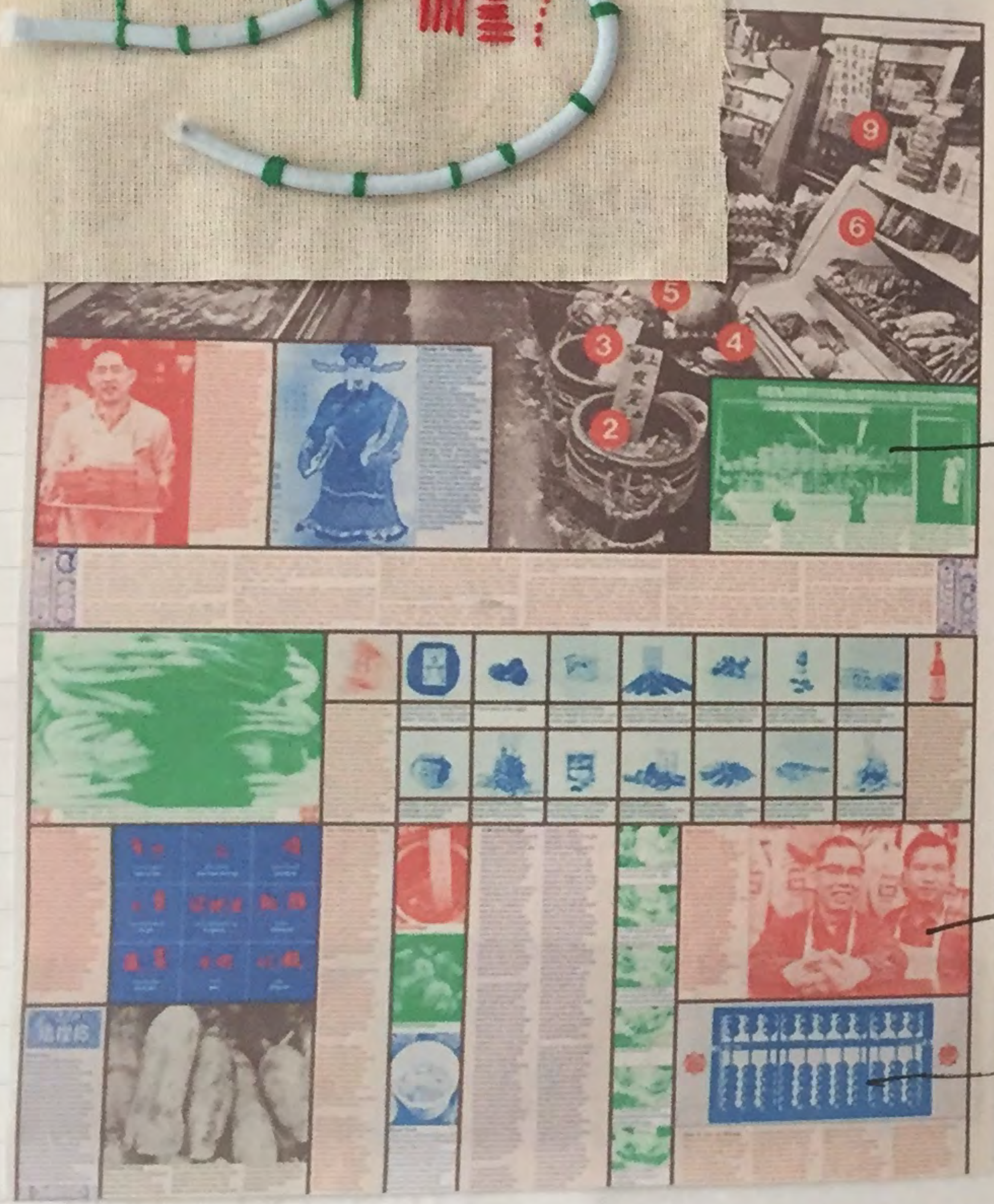


An overload of options and abundance causes people to second-guess the original item they were shopping for and consider if they need one more item too.



← iffy

cery



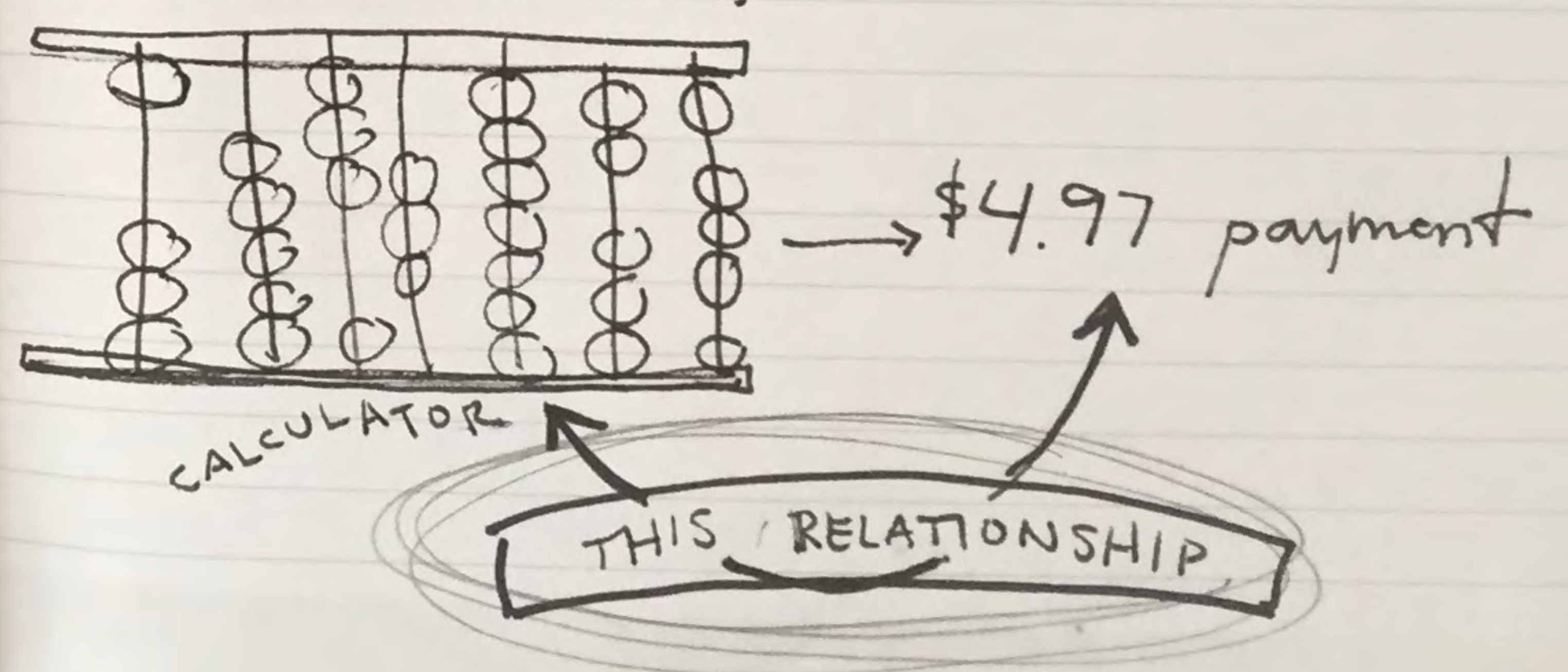
green

red

blue

linear, horizontal, vertical, block text arrangement, abacus calculator

* considering the marketing of food products globally with layout, color imagery, product shots, consumer situation and aesthetic approach.



HAVE BEEN PRODUCED TO FIT OUR
"SHOPPING NEEDS"

PAGE FROM
LOUISA DUNN
SKETCHBOOK



"UTILITY SHOPPING CART"
↓ extends into plain



"BASICET"



0.50₂ /
1102 48₀₁ /
← scanner
mark

PRINT + PATTERN DEVELOPMENT
COLLABORATION: LOUISA DUNN



6.75 x
6.75
REPEAT

"Thank You
Consume
Again"
PLAID

prediction: use turtleneck, skirt, faded shirt,
lining, pocket accents, bag exterior

BY: LOUISA DUNN



6.75 *
REPEAT

"Thank You
Consume
Again"
GRID



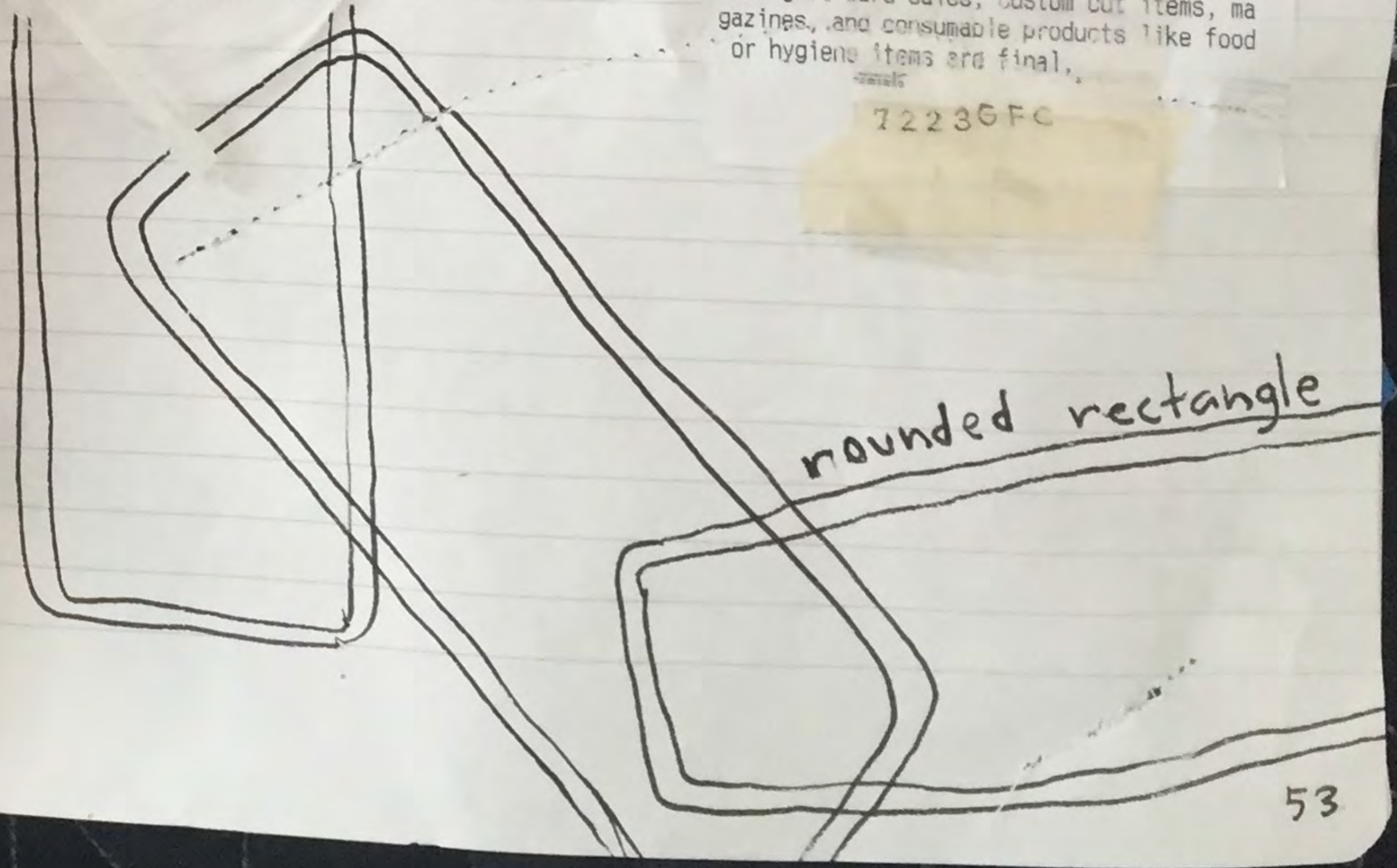
* Go to your feedback: *
* Get off minimum purchase *
* Val date Code: *
* Offer expires 30 days from *
* purchase date. Exceptions apply, *
* see stores for complete detail *

***** EX LIBRIS POLICY *****
ALL ITEMS MUST BE IN ORIGINAL CONDITION
AND RECEIPT MUST BE PRESENT
COURSE MATERIALS
ALLS may be returned or exchanged within 7
days from the start of classes each quarter.
After this period, all textbooks have a
2 day return period after date of purchase.
Digital books and access codes may be
returned if the password has not
been exposed online. Course
materials purchased during the last week
of classes or in the summer are not returnable.
GENERAL MERCHANDISE: may be returned or
exchanged within 30 days of purchase as long
as they are in the same original condition
with all packaging and tags intact.
All technology and computer items are non-
returnable once opened, unless defective.
All gift card sales, custom cut items, ma-
gazines, and consumable products like food
or hygiene items are final.

花生糖

color
+
texture
study
examination

laser cut
acrylic



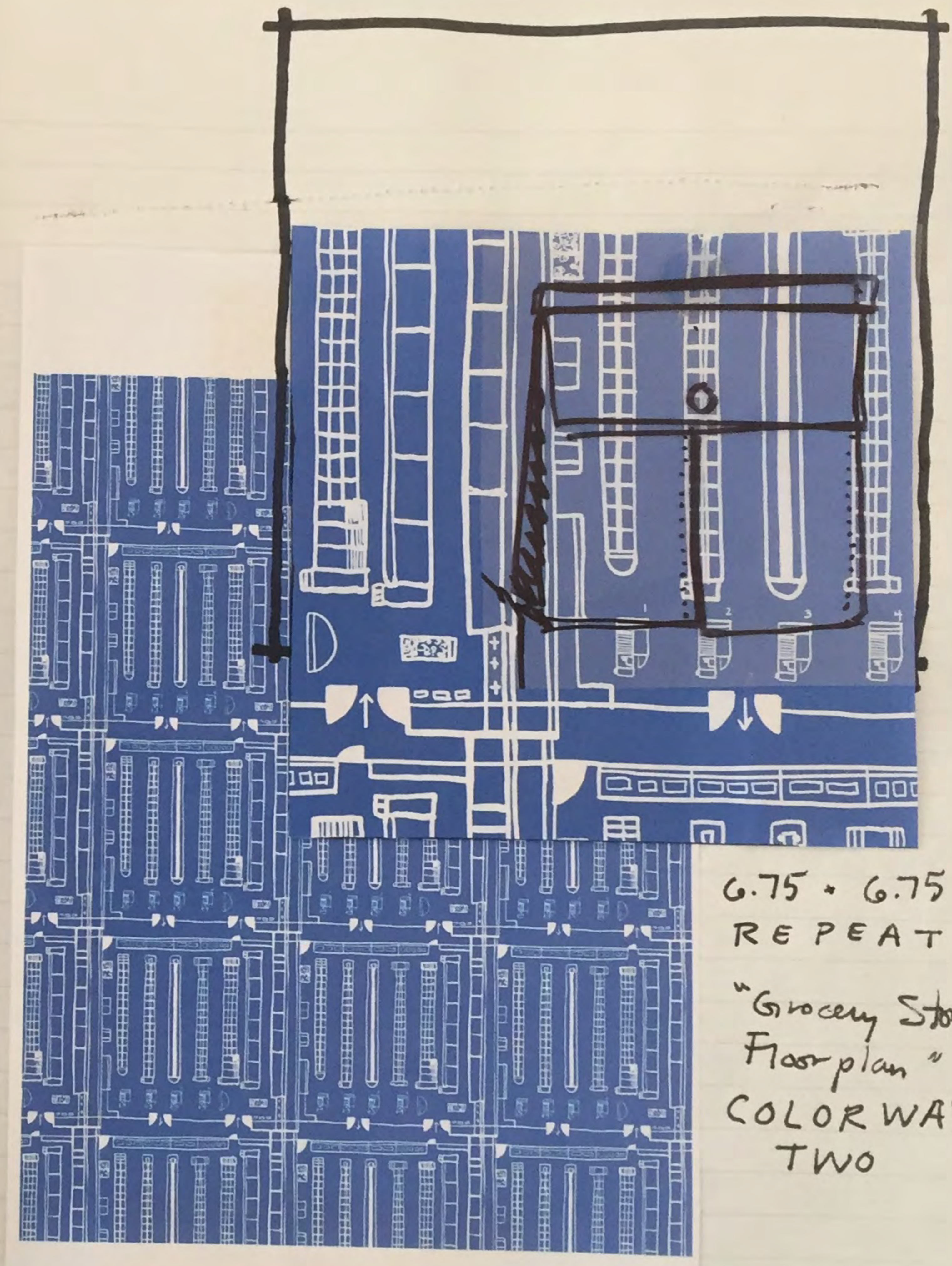
rounded rectangle

72235FC



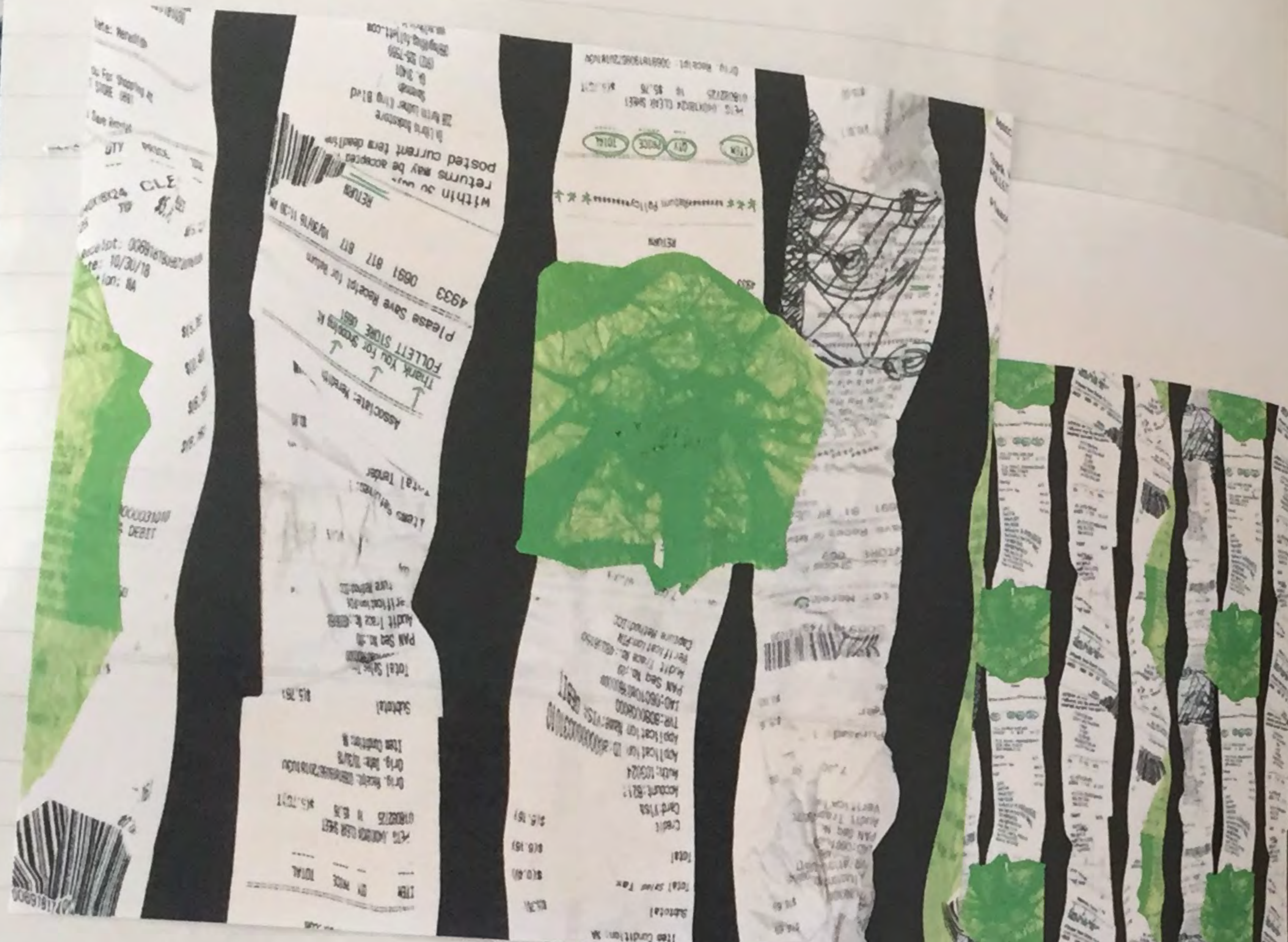
6.75 x 6.75
REPEAT

"Grocery Store
Floorplan"

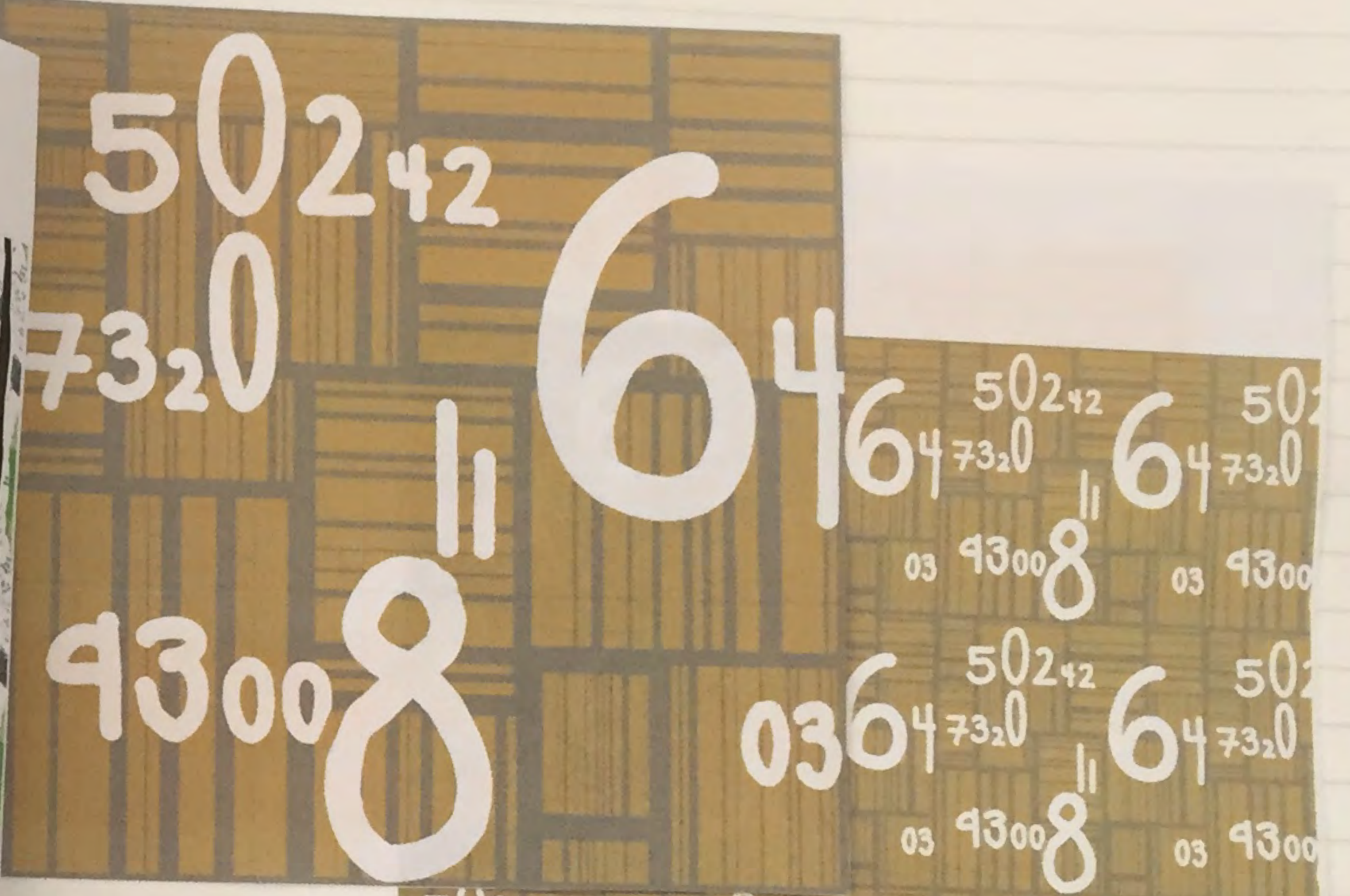
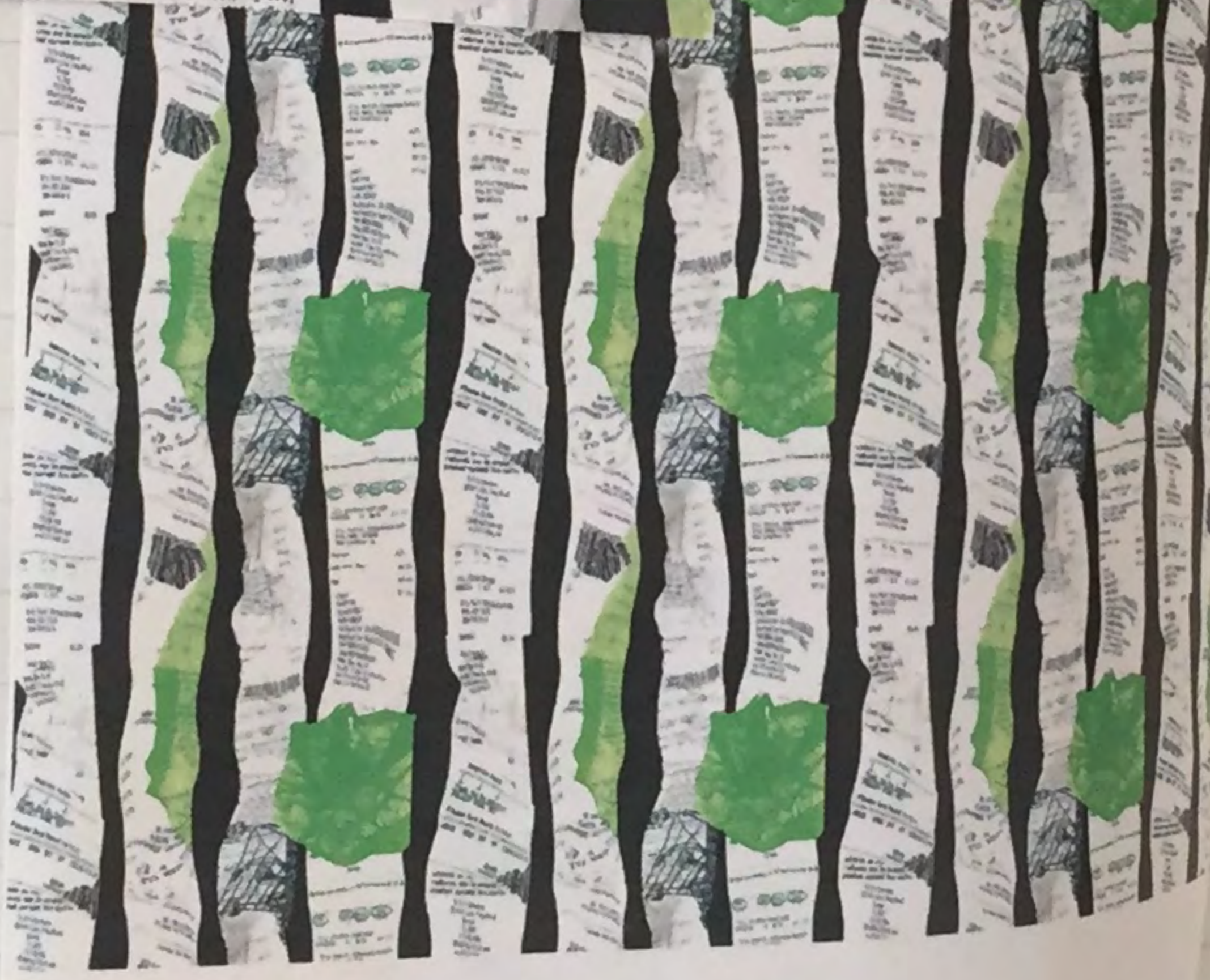


6.75 x 6.75
REPEAT

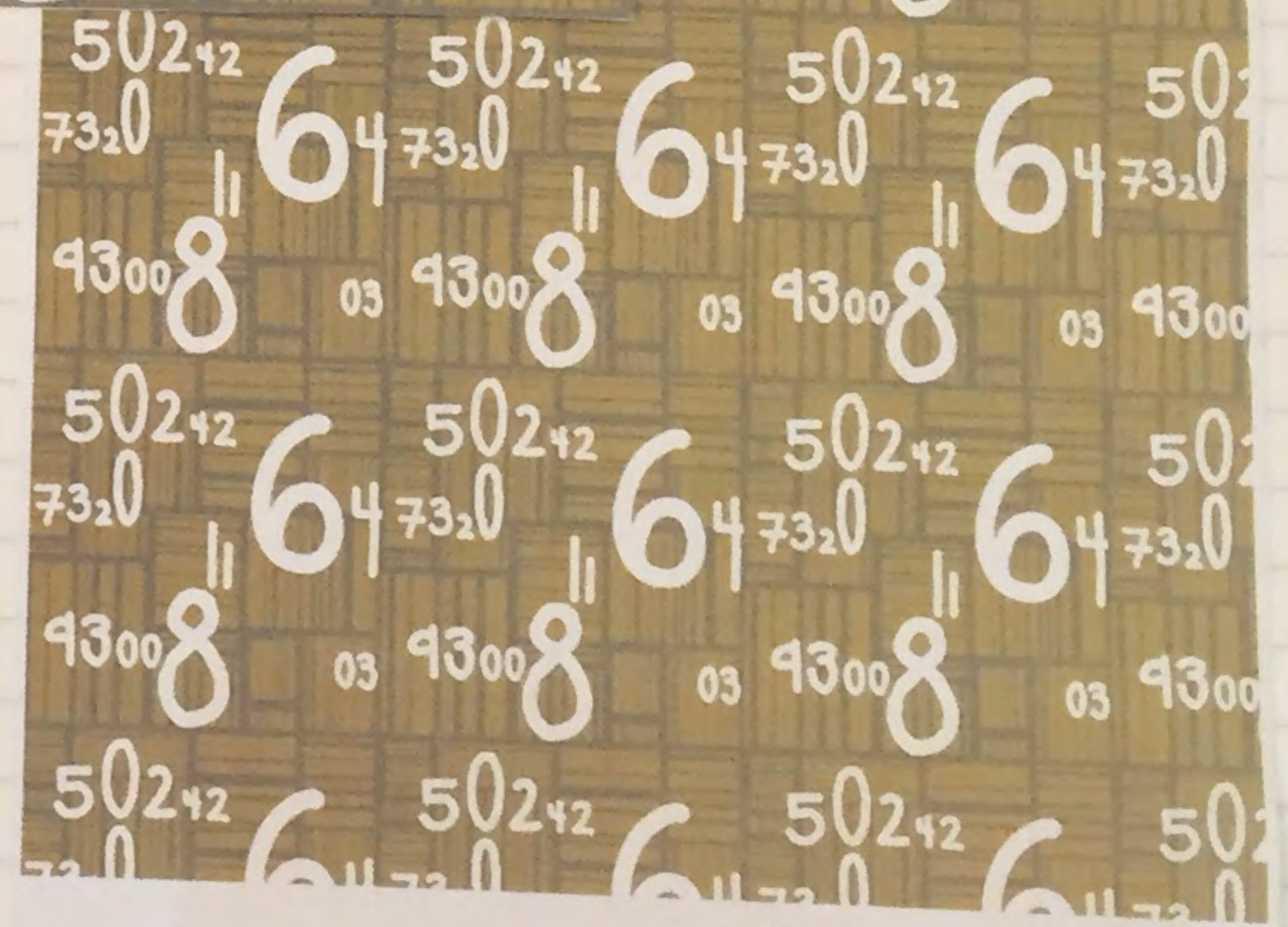
"Grocery Store
Floorplan"
COLORWAY
TWO



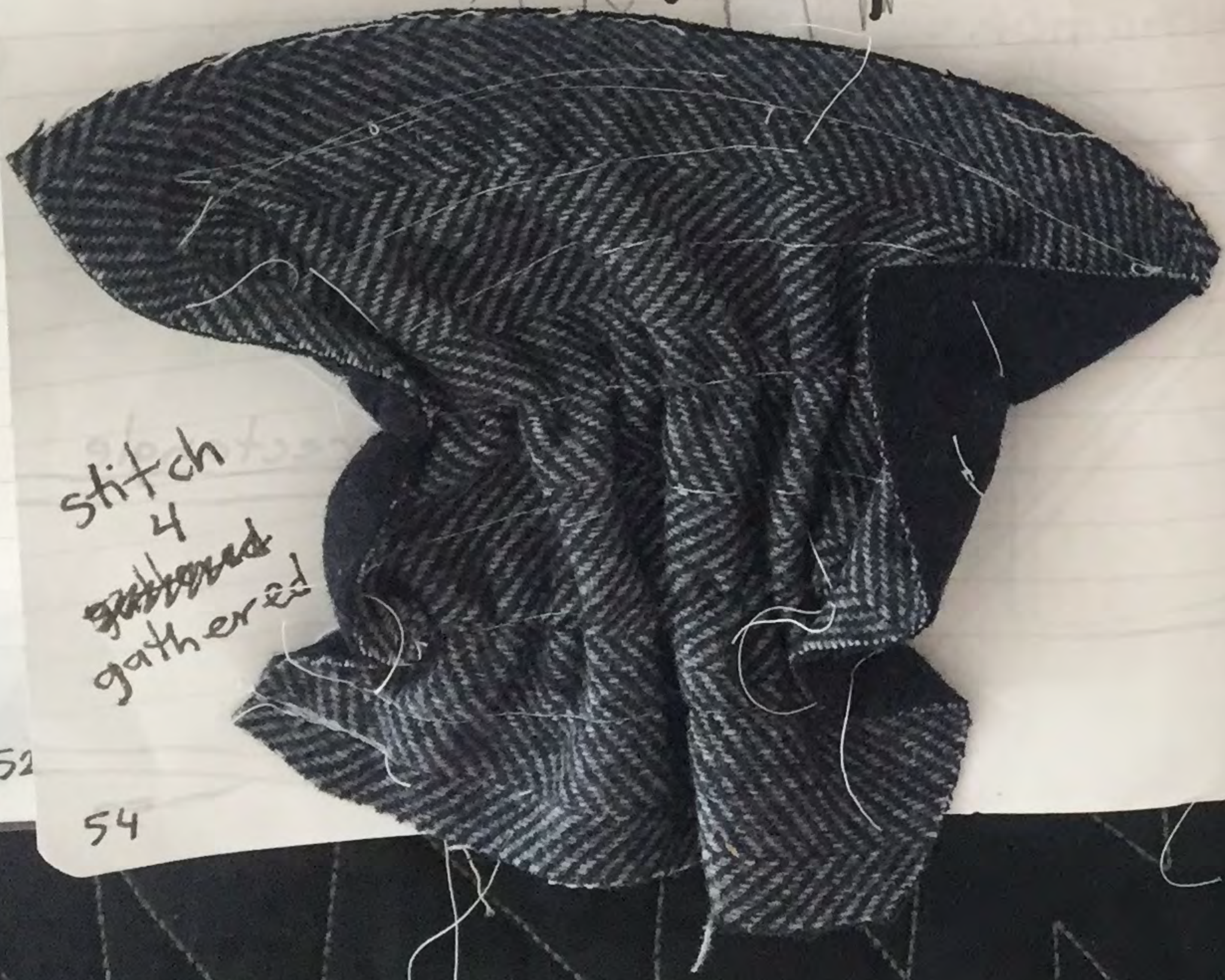
6.75 x 6.75
REPEAT
"Skewed
Receipt"



6.75 x 6.75
REPEAT
"Abstract
Barcode"



GATHERED SWEATER



stitch
4
gathered

THE ABSTRACT

RECEIPT

you usually throw these out ANYWAYS

LOGO FRAGMENT

PAYMENTS LOST CONSUMERISM CONTINUES

Validation Code: * Offer expires 30 days from purchase date. Exceptions apply. * See stores for complete details

***** LIBRIS RE ***** ALL ITEMS MUST BE IN AND RECEIPT MUST BE

ALSO: may be returned or days from the start of class each er. After this period, all textbooks have a 2 day return period after date of purchase. Digital books and access codes may be returned if the code or password has not been exposed and accessed during the last week of classes or final exams are not returnab

le GENERAL MERCHANDISE may be returned within 30 days of purchase as they are in the same, original packaging and tags. All technology and computer items are returnable once opened unless d All gift card sales, custom cu gazines, and consumable product or hygiene items are final.

Application ID: 010640
Application Name: VISA
TVR: 8080008000
IAD: 0601003a00000
Audit Trace No.: 09677750
Verification: Signature
Capture Method: IC

Items Purchased: 7,000
Total Taxes: 0.00
Total Amount: 7,000

0967 0691 819 1:08

Valid receipt
Subtotal
Total Sales Tax
Total

ITEM
PETE 040X18X24 CLEAR SHEET
10 \$5.76
\$5.76
\$0.40
\$6.16

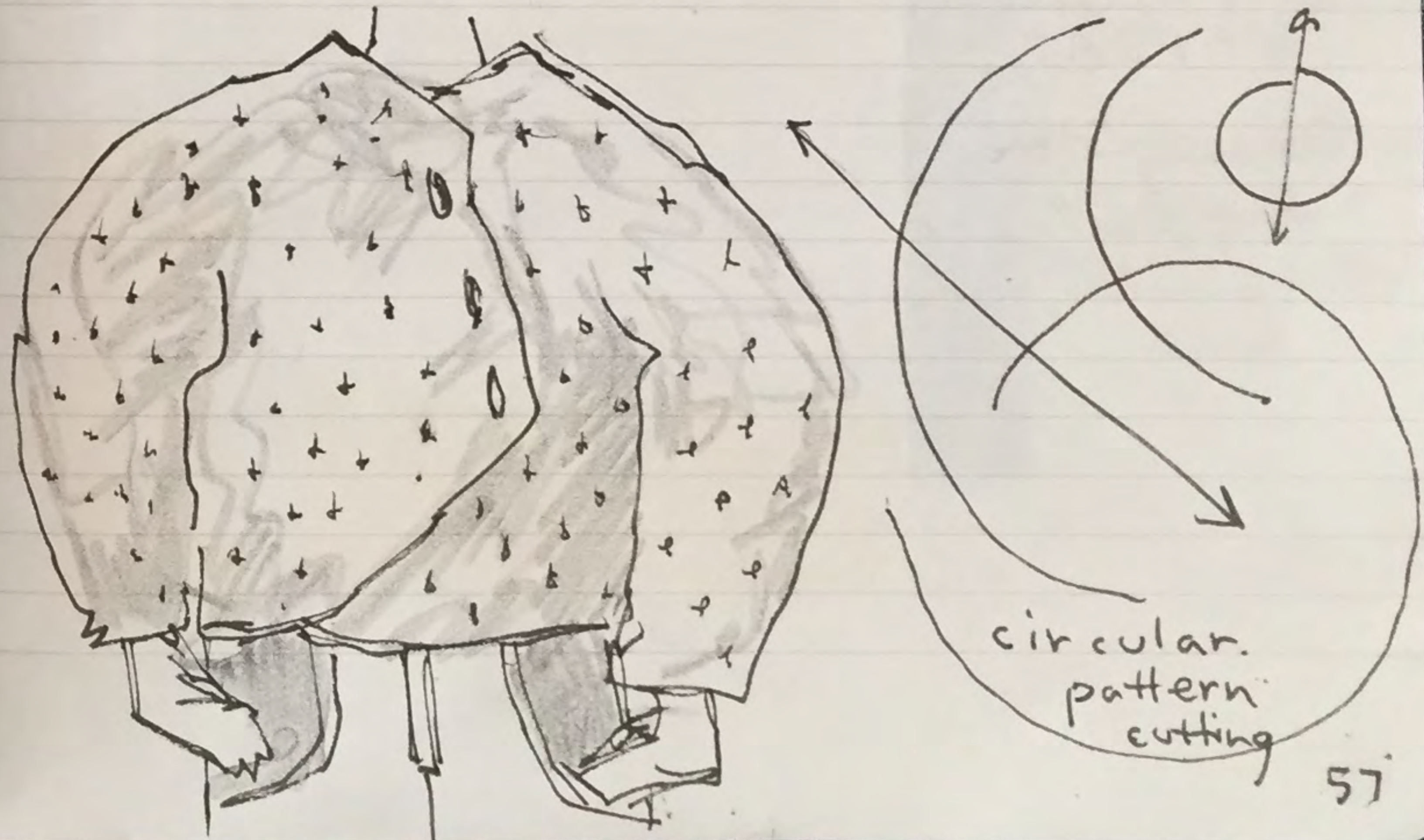


CONTINUED
 CONSUMERISM
 LIST
 PAYMENTS

FLA
 ORO
 MGA



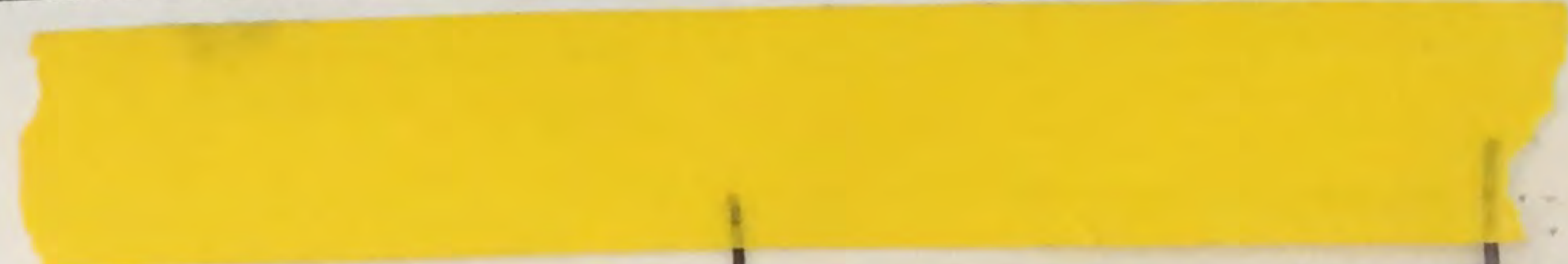
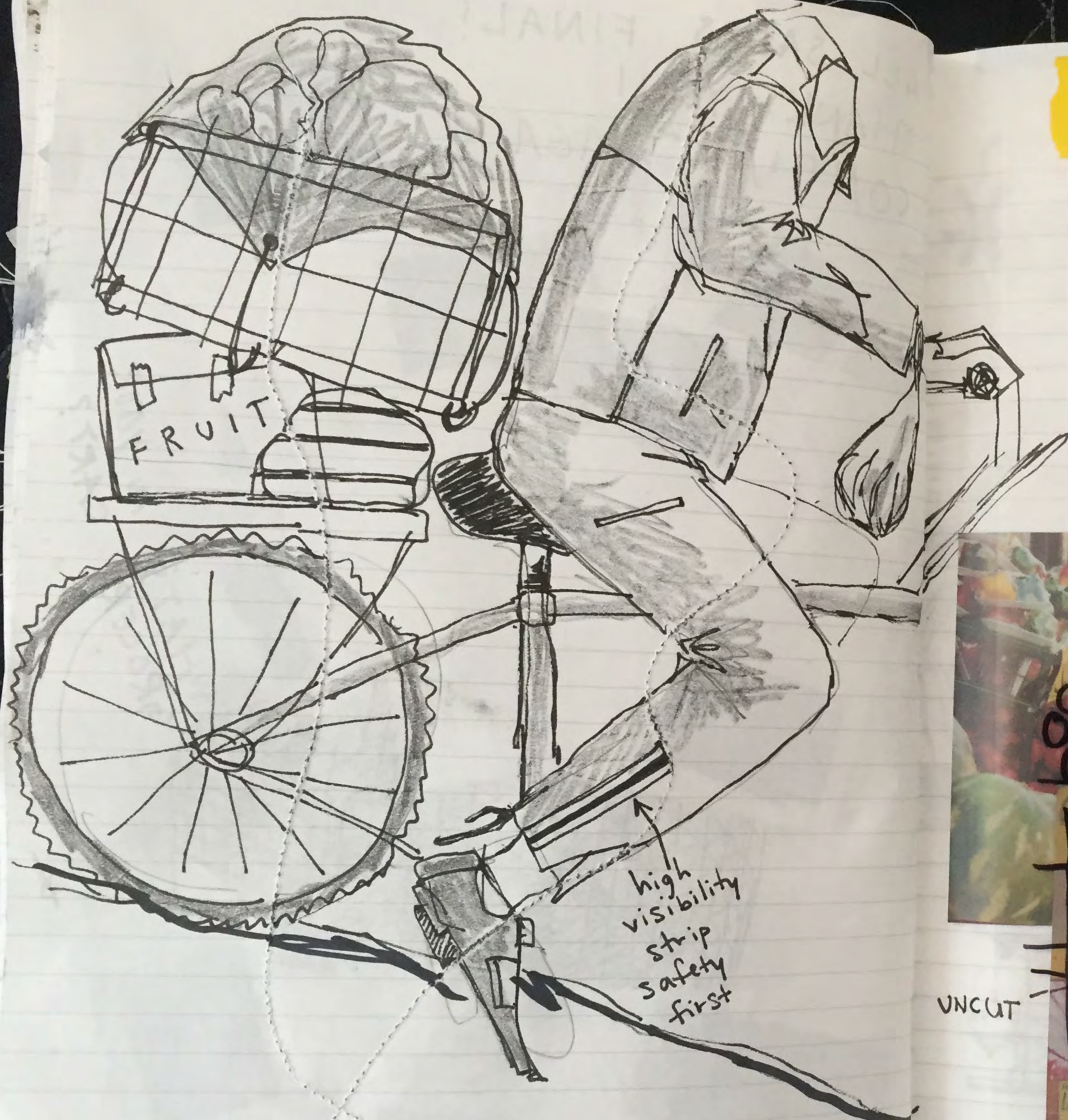
machine completed sample tucked
 synthetic puff desne mesh neoprene
~~REVERSIBLE~~ SIDE A ↔ SIDE B ~~REVERSIBLE~~
 reversible



SPARK BY DYNASTY



x



market food terms + vocabulary and translate into fashion context advertising