A study of calligraphy expression in the design of well-being food product packages
- Focused on traditional fermented foods -

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Abstract
Well-being, not only a trend in Korea but also a worldwide trend, is growing in numbers among people. Among well-being food products, there has been a numerous use of Calligraphy in our traditional fermented food package designs. Different from standardized font, there is a preference of Calligraphy among people because it can express various emotions while directly using them and make emotional approaches easily to the people who see them. Also, since traditional fermented foods, for instance, are part of our own culture, we can expect great feedback from consumers for using Hangeul (the Korean alphabet) in Calligraphy.

Package design directly relates to the elegance of a product, which are recognized as a key method for improving ‘the product power’ and not only it takes a role of representing the quality and elegance of a product but also offers a direct opportunity of sales promotion which stimulates purchase needs by making an appeal to consumers’ sensibilities.

On this research, we estimate Calligraphy will take position in even bigger field of Typography market and we have searched Calligraphy expression in the design of well-being food product packages which centers traditional fermented foods that currently widening its position of new Korean-style design genre.

The best well-being food products are our own traditional fermented foods including Korean hot pepper paste, soybean paste, soy sauce, fermented soybean paste, and after searching 3 large supermarkets, we’ve found out that most of the package container design uses Calligraphy. Using our Hangeul (the Korean alphabet) handwriting in our traditional fermented food products, we can feel intimacy along with the pride of ‘Made in KOREA’ and have strong point which can be seen as a friendly and comfortable image to our consumers other than a uniform and rigid image that a mass manufactured product has.

Furthermore, there will be a chance to show the beauty of our Hangeul handwriting in Calligraphy.