

MEME
FEST

INFO[OD]GRAPHICS

a socially responsive design to:
FOOD DEMOCRACY

Served by : Scott Burns

Counter: University of
 Technology, Sydney

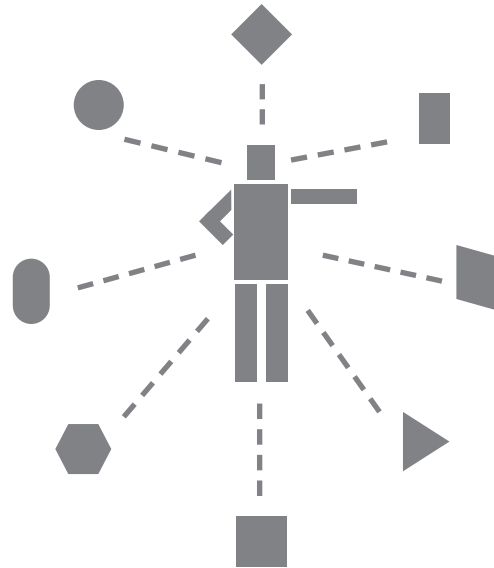
Student#: 11427376

17/05/2013 14:33:16

THANK YOU. PLEASE COME AGAIN.

The Problem:

From the research conducted*
I found that there is a
disconnection between the
individual consumer choices we
make in the supermarket and
the collective sum of how those
choices are making an impact.



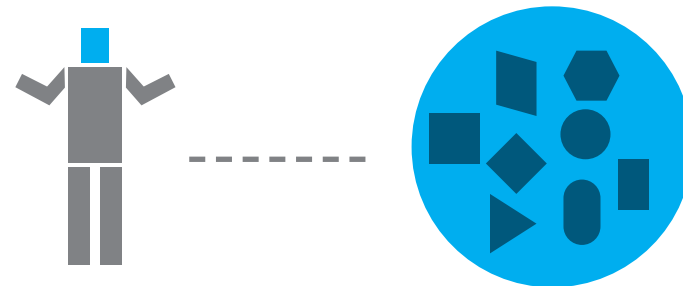
*a research document can be
provided upon request

The Concept:

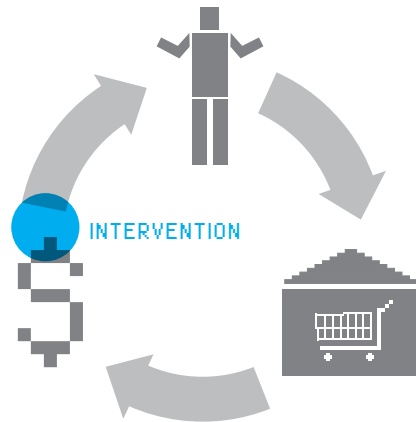
The first step to democracy is an
informed decision.

The concept I propose in this
document is how these individual
choices can be combined to
visually communicate a person's
consumer behaviour.

Thus allowing the consumer to
reflect upon their own behaviour
in order to encourage them to
change it.

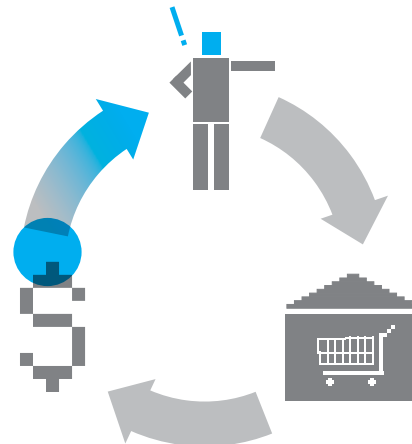


An intervention of the modern 'hunter / gatherer'

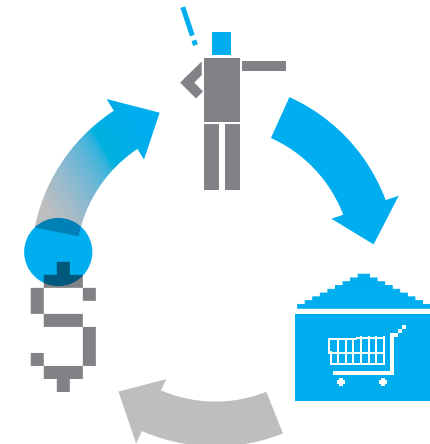


Our daily lives and decisions can be dictated by our routine.

This design concept attempts to interrupt our daily habits and decisions we make in the supermarket.



I propose the supermarket receipt be used as a medium of communication that can bring together the individual decisions we make in a supermarket. The summary of products (consumer decisions) we receive on a receipt can be re-interpreted to offer information about our consumer behaviour.



By arming people with the information about their own consumer behaviour we can encourage a change in the routine that dictates our decisions.

Coles Supermarkets Australia Pty Ltd
Tax Invoice ABN: 45 004 189 708

**COLES GIVING
REDKITE A
HELPING HAND**
Donate at any register

BROADWAY Store: 0839
Open 6am - 12am
7 days a week
Your store manager is: David
Phone: (2) 92810844 Receipt: 1670
Date: 20-Mar-2013 Time: 13:34
Reg 3 Served By: Diane - 340

BEEF 3 STAR MINCE 50 500GRAM	3.00
COLES TOMATOES CRUSH 400GRAM	1.10
ZAFARELLI PASTA SPAG 500GRAM	1.65
HEINZ SOUP 420GRAM	2.09
COLES BASIL LEAVES:1 13GRAM	1.85
COLES TOMATO PASTE 500GRAM	2.59
COLES OREGANO LEAVES 10GRAM	1.79
GREEN ZUCCHINI PERKG	0.57
0.142 kg NET @ \$3.98/kg	
BUTTON MUSHROOMS 200GRAM	3.98
BROWN ONIONS PERKG	1.24
0.417 kg NET @ \$2.98/kg	
PREPACK GARLIC 4PACK	1.80
Total for 11 items	\$21.66
EFTPOS	21.66
GST INCLUDED IN TOTAL	\$0.00

Coles
20/03/13 NSW AU
22549305 13:33
***** 5357 NB3903
CBA Debit MASTERCARD
APSN 0001 AID A0000000041010
ATC 0522
CREDIT ACCOUNT

PURCHASE AUD\$ 21.66

RRN 000030167001 (00)APPROVED
NO PIN OR SIGNATURE REQUIRED

% = Taxable items

LIQUORLAND DOCKET DEALS

Buy one get one free on Milla's Run
Western Australia Semillon Sauvignon Blanc
750ml in one transaction at Liquorland
Valid until April 2, 2013

Not available to under 18's. Excludes Coles online,
Liquorland online, Liquorland Kunming.
5th Medlnd or RMY Northern Territory stores.
Limit of 3 free bottles per customer, while
stock lasts. Docket cannot be used in conjunction
with other offers and is not transferrable.
Surrender this docket at the time of purchase.



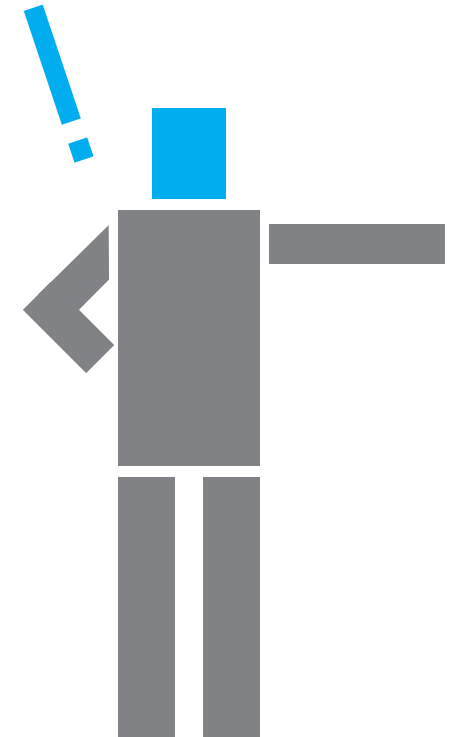
LOCAL &
GLOBAL



PACKAGING



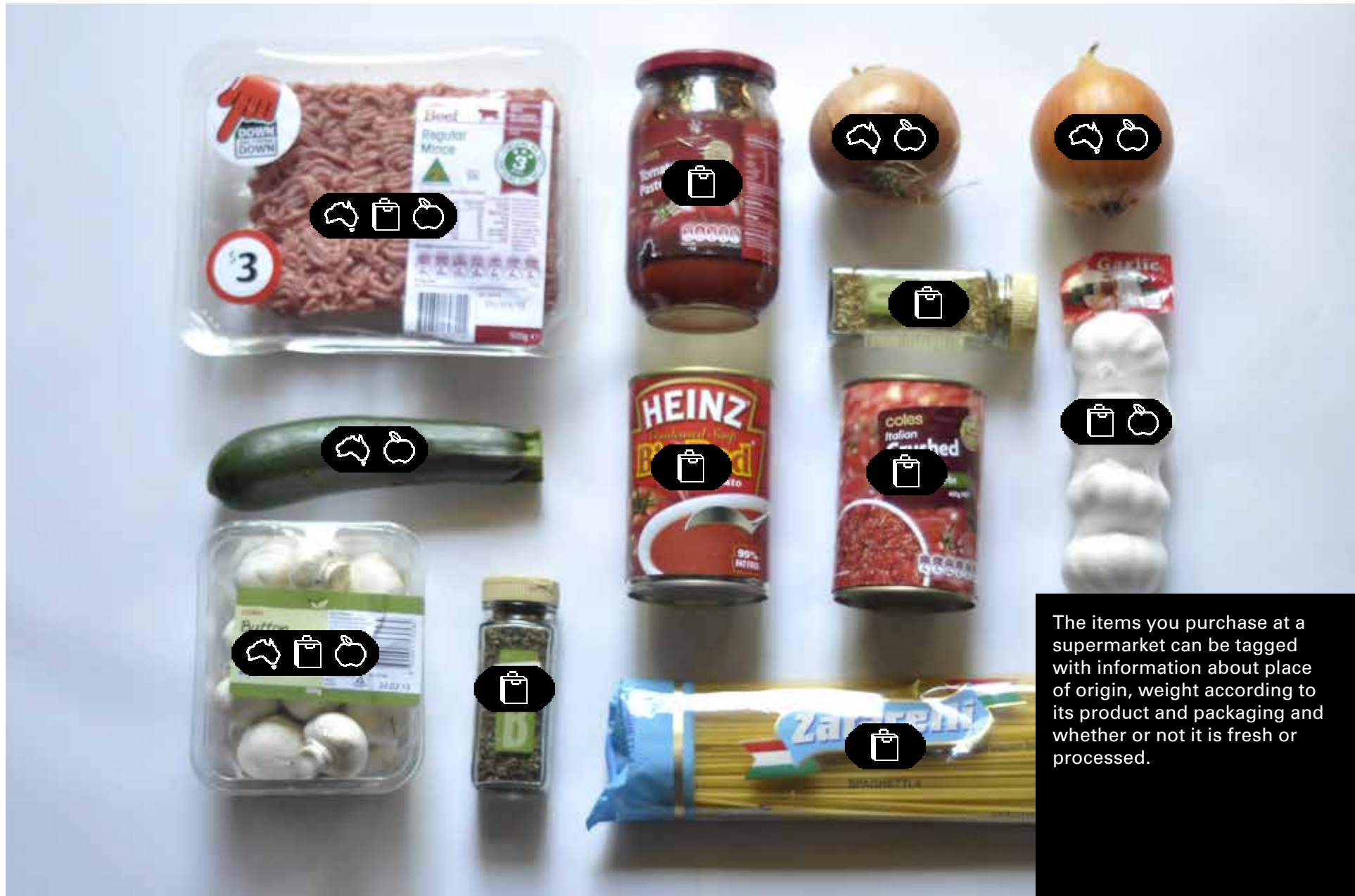
FRESH &
PROCESSED



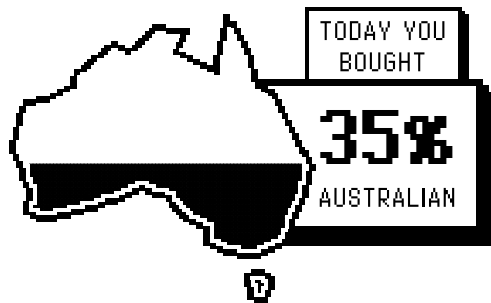
I found it to be very important that I choose what to communicate to the consumer. Based on my research I focused on issues around food transport, the amount of packaging and the amount of fresh and processed food in a person's consumer choices.

This results in a consumer that is better informed about the kinds of decisions and the impact they are making in the supermarket.

HERE'S
HOW IT
WORKS:

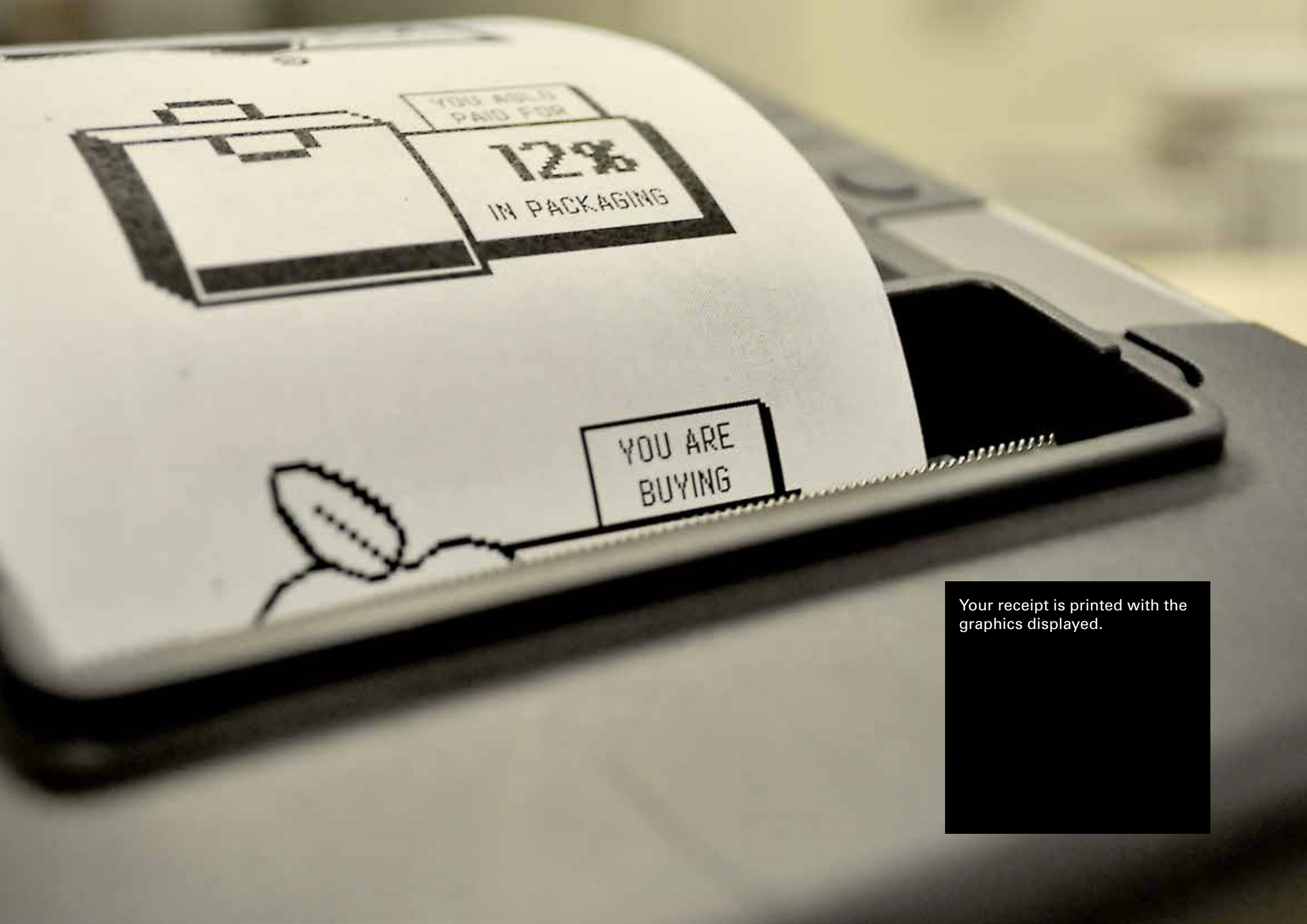


The items you purchase at a supermarket can be tagged with information about place of origin, weight according to its product and packaging and whether or not it is fresh or processed.



This information is processed through a system, just as your total price and GST is calculated on your receipt and separated into percentages.

These percentages are displayed via the information graphics I have designed.



Your receipt is printed with the graphics displayed.

The information is presented to the consumer in an engaging and thoughtful way.

The graphics are designed to be bold and subversive to the consumers understanding of what they believe to be their shopping.

COLES FOR
REDRIFT
HELPING HAND

INVOICE

Store No: 1234
7 days a week
Date: 20-Mar-2013
No. 3 Service St, Starks - 300

BEEF 3 BONE BONE 500G 12.00
COLE TOMATOED CHIN 500G 1.50
LAPAGNELLA PASTA 500G 1.50
MEAT 500G 1.50
COLE BASIL 400G 1.50
COLE TOMATO 400G 1.50
GREEN BROAD BEAN 500G 1.50
LUCIFINE PASTE 500G 1.50
BUTTER 500G 1.50
BROWN ONION 500G 1.50
PREPARED CARP 500G 1.50

Total for 11 items 11.50
TAXES 1.24
GST INCLUDED IN TOTAL 1.50

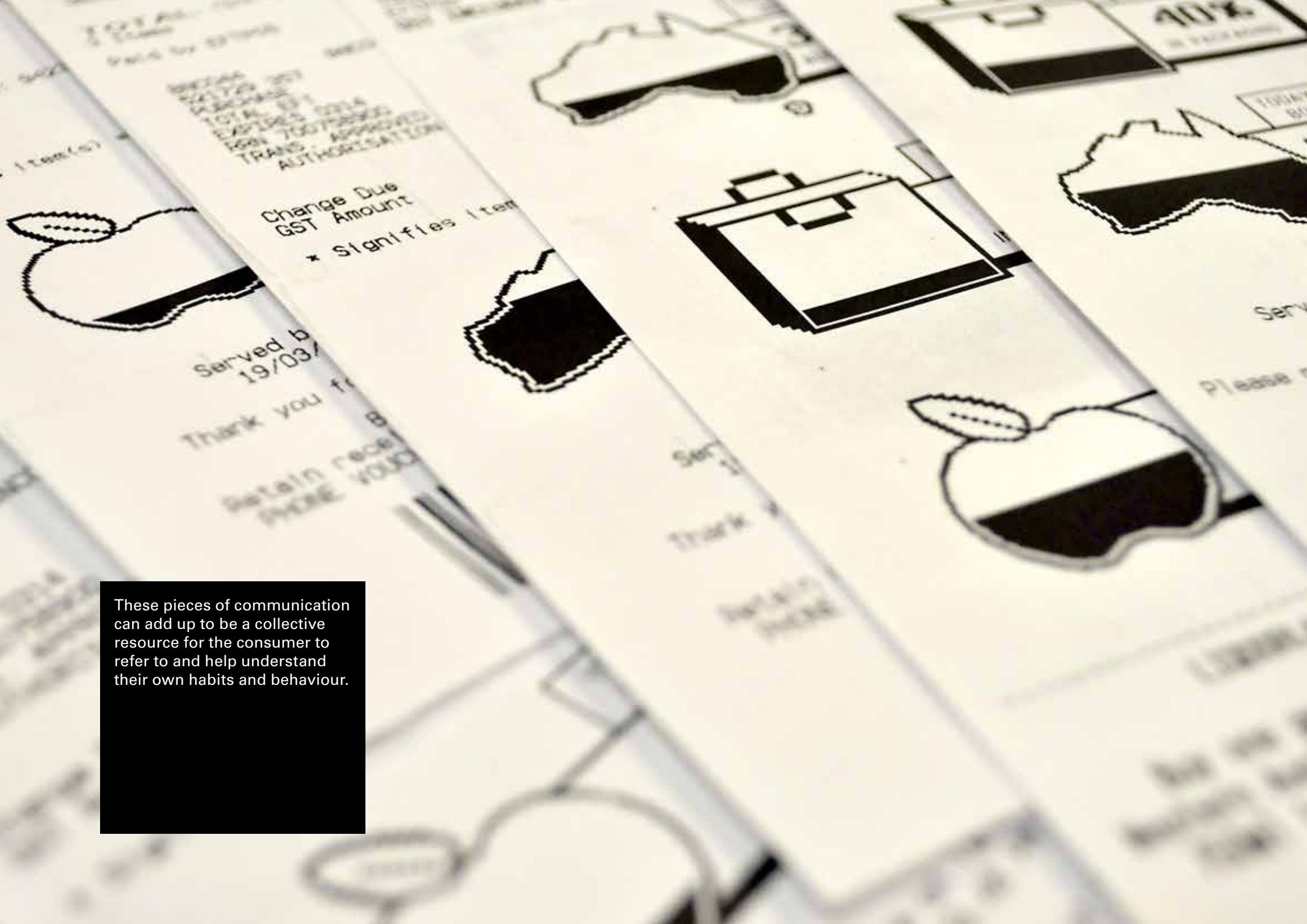
NET 500 21.50
GST 500 11.50

35%
12%
48%

LIQUORLAND GASKET DEALS

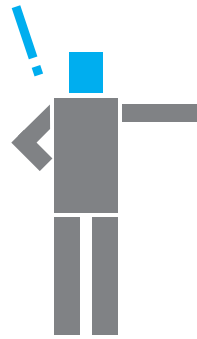
For info and get your copy of the 2013-14 Liquorland Gasket Deals visit www.liquorland.com.au or call 1300 777 777

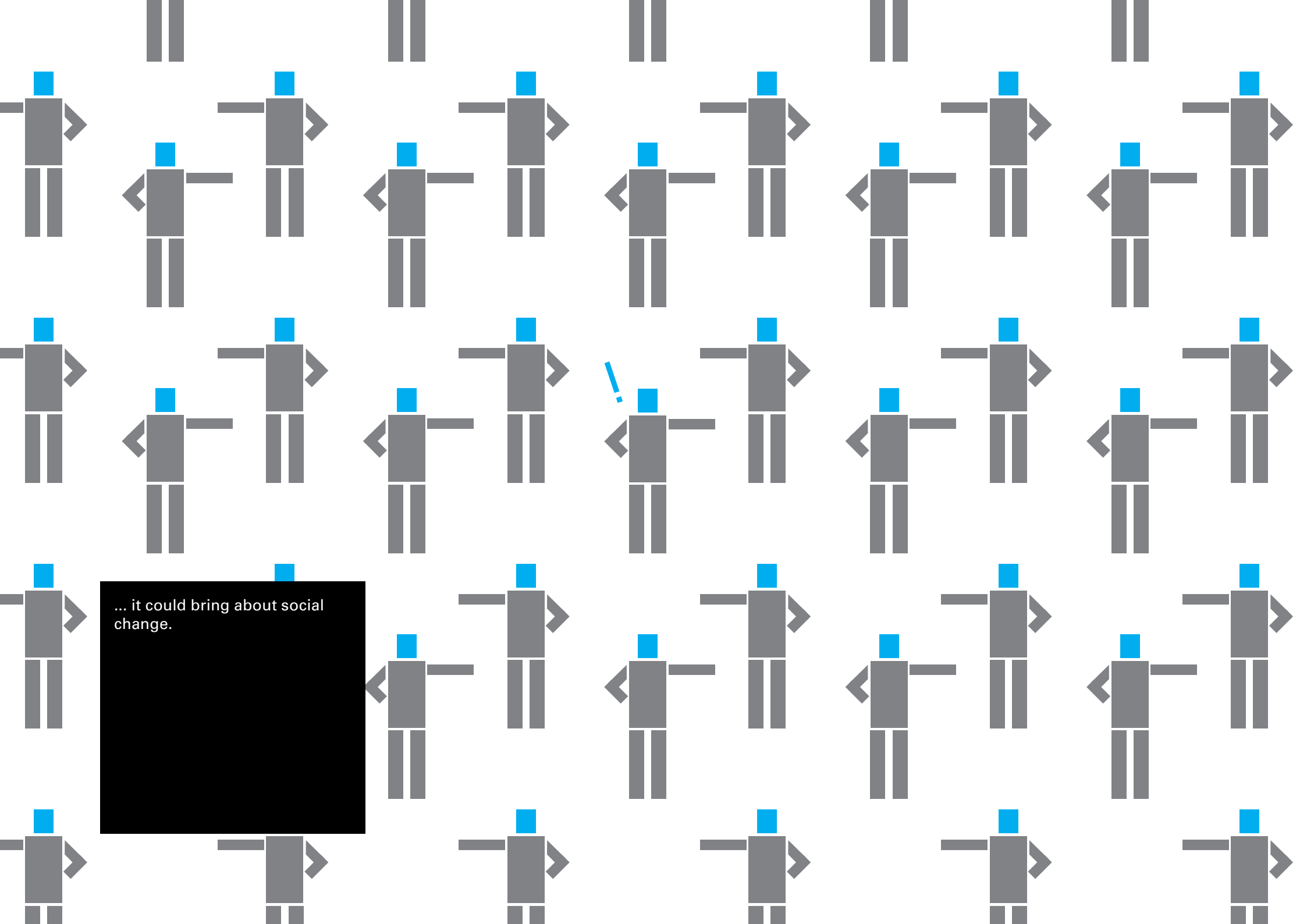
Barcode



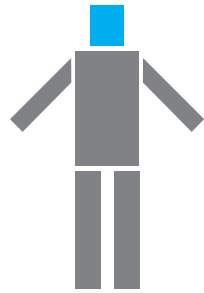
These pieces of communication can add up to be a collective resource for the consumer to refer to and help understand their own habits and behaviour.

This medium of communication can not only effect a single persons perspective but because of the ubiquity of the common receipt....





... it could bring about social change.



THANK YOU