

# Taste of Motion

Developing a systematic framework to express  
brand attitude using motion graphic design.

# Masters of Fine Arts, Non-Thesis

The Ohio State University  
College of Arts & Sciences  
Department of Design  
Digital Animation and Interactive Media

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## Abstract

This non-thesis research project examines the how to utilize motion graphic design to express brand attitude. I utilized a locally well-known ice cream company, Jeni's Ice Cream, to explore motion graphic design in relationship to a multi-sensory flavor experience. Flavor perception encompasses processing multi-sensory information from all five sense perception systems: taste, olfactory, visual, auditory, and tactile. To express the brand attitude of Jeni's Ice Cream I melded this with

motion's proven power to increase emotional connection, experience and engagement.

Incorporating evidence from secondary research, a case study on Jeni's Ice Cream, expert interviews, informal discusses, and an iterative design process, this research project developed a systematic framework to provide a creative and innovative approach to how motion graphic design can express brand attitude. This project reaches beyond the design community touching many

aspects of the food and drink industry and even touching on human physiology. This project brings to light opportunities for more in-depth enjoyment from customers. Motion graphic design is continuously evolving and adapting as technology expands and as trends change giving way to new opportunities for brand expression.



# Ingredients

🕒 45 min presentation 🍽️ 1 serving 🍴 45 caloric pages

|   |   |
|---|---|
| <p><b>2 cups</b> <b>Here's the Scoop</b><br/><i>Introduction</i></p> <p>4 Research Questions<br/>5 Methodologies Used<br/>6 Purpose of this Guidebook<br/>7 Project Inspiration</p> <p><b>8 cups</b> <b>A Baker's Dozen</b><br/><i>Glossary</i></p> <p><b>9 tbsps</b> <b>I Scream, You Scream, We All Scream for American Ice Cream!</b><br/><i>Historical Context</i></p> <p>11 Fun Ice Cream Facts</p> <p><b>9 tbsps</b> <b>The Jeni's Story</b><br/><i>Case Study</i></p> <p>9 A New Standard in Ice Cream<br/>9 A Force for Good<br/>14 Brand Style Analysis<br/>16 Stakeholders</p> <p><b>17 tps</b> <b>A Pinch of This</b><br/><i>Project Research</i></p> <p>18 Multi-Sensory Perception<br/>20 Taste Notes Pyramid<br/>21 Choosing the Flavors<br/>22 Informal Discussions<br/>25 Building the Matrix</p> | <p><b>27 tsp</b> <b>A Dash of That</b><br/><i>Iterative Design Process</i></p> <p><b>Brambleberry Crisp</b></p> <p>28 Flavor Profile<br/>29 Storyboard<br/>30 Timeline<br/>31 Breakdowns<br/>32 Final Motion Graphic</p> <p><b>33 tsp</b> <b>Two Scoops are Better Than One</b><br/><i>Iterative Design Process</i></p> <p><b>Darkest Chocolate</b></p> <p>34 Flavor Profile<br/>35 Storyboard<br/>36 Timeline<br/>37 Breakdowns<br/>38 Final Motion Graphic</p> <p><b>39 tsp</b> <b>The Cherry on Top!</b><br/><i>Conclusion</i></p> <p>40 Recommendations for Use<br/>41 Evaluation of Results<br/>41 Contribution to Design<br/>43 Acknowledgments<br/>45 References</p> |
|---|---|

# Here's the Scoop

Motion, **the action or process of change in position**, can have a significant influence in design. Motion adds a **fourth dimension**, time, and with time, brings an **increased emotional connection, experience, and engagement**. When combining these benefits of motion with the communicative power of graphic design, we get motion graphic design. **Motion graphic design** is defined as a technique that utilizes **graphic design, film, and animation principles**. In simple terms,

**motion**

Can be simplified to animation graphic design.

We, as human beings, **“have a deep-seated reaction to motion. It’s built into our genetics, our biology – a component of our survival mode as a species.”** And now-a-days, with people’s attention spans getting shorter, you need to get their attention and keep it.

The nature of visual communication design is quite subjective, and **motion adds an additional layer of ambiguity**. There is no universal, “one size fits all” interpretation for any one subject or question. This project is no different – not everyone will see this project in the same light. **My ambition for this project is to break the boundary of current thinking surrounding the limitations of motion graphic design and to cultivate ideas of how to enhance a brand experience using the techniques of motion.**



**“I guess ice cream is one of those things that are beyond imagination.”**

— *L.M. Montgomery*

# Frequently Asked *Thesis* Questions

1 asked 18 months ago

How can **movements** be defined and incorporated to express a brand attitude?

**Movements:** the action or process of moving or being moved.

4 20

Answered

movement

brand attitude

catalog

2 asked 10 months ago

How can **taste** be defined visually within a motion graphic?

**Taste:** the sensation of flavor perceived in the mouth and throat on contact with a substance.

10 50

Answered

graphics

visual communication

taste

3 asked 8 months ago

How can a **systematic framework** be used to analyze a multi-sensory experience utilizing motion graphic design?

**Systematic Framework:** a process that people or machines follow when performing a repeatable activity or activities.

4 10

Answered

framework

research

multi-sensory

Questions?

# Methodologies Used





# Purpose of this Guidebook



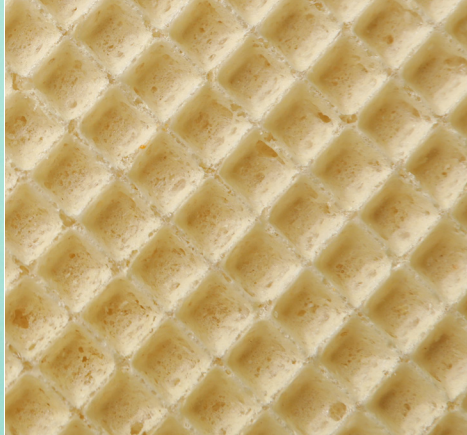
*This guidebook serves as partial fulfillment of the requirements for the degree Master of Fine Arts in the Graduate School of The Ohio State University.*

*This guidebook is a resource of my MFA research – including secondary research, informal discussions, iterative design process, and sample motion graphics.*

*This guidebook is a resource providing a framework to designers who are exploring how to incorporate motion graphic design into their own brand experiences.*

*This guidebook is a resource to help other designers can gain confidence and imagination when developing motion graphics.*

*This guidebook is a resource for creative problem solving, giving others an example of one way to approach motion graphic design.*



# Project Inspiration

As a professional, practicing designer, I have cultivated an **awareness** and an **appreciation** for the holistic **Brand Experience**. Every aspect of a brand is integral from the mission statement to strategic messaging, to

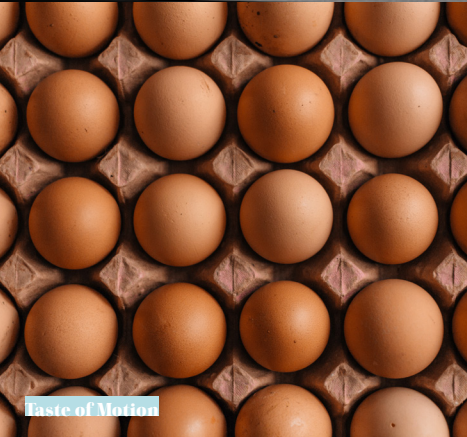
## experience

The sum of all the sensations, thoughts, feelings, and reactions.

brand's graphic assets such as motion applications are not as concrete. **Movement is contingent on context causing motion to be hard to be defined within a brand.** This fluidity requires constant evaluation of the market and innovative ideation.

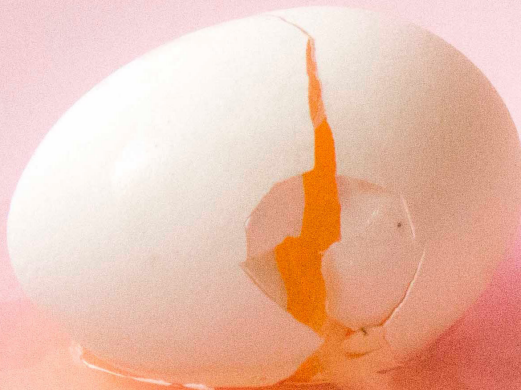


Although there is a lot of complexity to motion within a brand, there are also a lot of creative opportunities. I first selected the topic of ice cream as Americans have an **ingrained connection** to it similar to how we have an innate connection to motion.



I utilized a locally well-known brand, **Jeni's Ice Cream**, to explore how motion can be incorporated within a brand and enhance the brand attitude. I choose Jeni's because they are a **fun, whimsical, brand** – and their **passion and commitment** to environmental and social impacts resonates with my own values.

# A Baker's Dozen



## 1. Brand Analysis

Also known as a brand audit, assesses who your customers are, what they're looking for, what your competitors are doing, how your brand is meeting your customers' needs and the brand's style.

## 2. Brand Attitude

Predisposition to respond favorably or unfavorably towards a brand based on beliefs regarding product performance relative to key evaluative criteria.

## 3. Flavor

The distinctive taste of a food or drink.

## 4. Graphic Design

A craft where professionals create visual content to communicate messages.

## 5. Ice Cream

A frozen food containing cream or milk and butterfat, sugar, flavoring, and sometimes eggs.

## 6. Matrix

An environment or material in which something develops, a surrounding medium or structure.

## 7. Motion

The action or process of moving or being moved.

## 8. Motion Graphic Design

A discipline that utilizes formal graphic design elements and principles such as color, space, hierarchy, and typography, as well as film principles and animation principles.

## 9. Multi-Sensory Experience

Experience involving multiple senses; sight, sound, touch, taste, and smell.

## 10. Soda Jerk

An American term used to refer to a person who dispenses carbonated drinks and ice cream at a soda shoppe.

## 11. Systematic Framework

A process that people or machines follow when performing a repeatable activity or activities.

## 12. Taste

The sensation of flavor perceived in the mouth and throat on contact with a substance.

## 13. Texture

The feel, appearance, or consistency of a surface or substance.



# I Scream, You Scream, We All Scream For American Ice Cream!

## What does Ice Cream mean to the American culture?

People, young and old, all share a love for ice cream. Going back thousands of years, ice cream has been popular across many cultures, but it has always held a special place in the hearts of Americans. It all started when the Eighteenth Amendment prohibited the manufacture, sale, and transportation of alcohol in

the 1920s. Many early American breweries turned to making ice cream to stay afloat. And the fact that ice cream made a decent substitute for the drowning of one's emotions helped the transition. Ice cream did so well standing-in for alcohol as a source of comfort and diversion that through the Great Depression ice cream endured.

Herbert Hoover set the stage during World War I by uniting Americans on the significance of food not only for calories during wartime but for comfort. He officially classified ice cream as “essential foodstuffs” during the war making it an “inseparable part of the American war machine.”

# “Food will win the war!”

He promised Americans that “food will win the

war,” as well as a “win without losing the very freedoms and values they were fighting for.” By the summer of 1921, officials on Ellis Island had even begun handing out ice cream to immigrants as part of their first American meal.

By the time World War II started, the United States doubled down, building pop-up ice cream factories on the front lines; delivering individual ice cream cartons to foxholes; spending more than a million dollars on a floating ice cream barge that roamed the Pacific delivering ice cream to Allied ships incapable of making their own; and distributing 135 million pounds of dehydrated ice cream in 1943 alone. Ice cream had become inseparable from the American way of life, a symbol of **American comfort, freedom, and democracy.**



*Twist it, choke it, and make it cackle!*

*[Chocolate malted milk with egg]*

*That's why you have to  
eat it all in one sitting.  
Because, science.*

Ice cream has tiny, microscopic air bubbles in it that keep it soft and fluffy. When it melts, the molecular structure breaks down, and the air escapes. So when you re-freeze it and then go to grab a scoop, it's not as soft.

Thomas Jefferson is credited as the first American to write down an ice cream recipe.

An average American consumes about *5.5 gallons* or *44 pints* of ice cream per year.

Over her entire lifetime, one daily cow can produce enough milk for *9,000 gallons* of ice cream.

The world record for the largest ice cream cone ever made was achieved in 2015 in Norway with a cone over *10 feet high!*



According to NASA, ice cream is one of the three foods astronauts miss the most when they go on space missions. The other two? Pizza and soda.

The Drumstick was invented by two Ohio State professors who coated the inside of the cone with chocolate so it wouldn't get soggy. *OH-IO!*

# The Jeni's Story

Jeni's is a modern American ice cream company devoted to making the finest ice creams the world has ever known. Founded in Columbus, Ohio in 2002 by James Beard Award-winning ice cream maker Jeni Britton, Jeni's has emerged over the past 20 years as the new standard by which all other ice creams are judged.

## A New Standard in Ice Cream

They build ice creams completely from scratch using a unique recipe honed and perfected over more than 20 years. Jeni's ice creams have a uniquely smooth texture and buttercream body, with bright flavor and clean finish. At Jeni's, you'll find flavors inspired by their curiosities—art, history, pop culture, and beyond—that simply don't exist anywhere else.

## A Force for Good

They're proud to be a Certified B Corp endorsed by the international nonprofit B Lab as a company that meets rigorous standards of social and environmental performance, accountability, and transparency. It means they're an evolving company—pushing forward to be better tomorrow than they are today. Using Direct Trade ingredients, employing a diverse team of people, working to improve their environmental and social impact—it's all part of how they operate and an important part of their company culture.



**“When I'm no longer rapping, I want to open up an ice cream parlor and call myself Scoop Dogg.”**

— *Snoop Dogg*





# Brand Attitude Analysis

The objective of a brand attitude analysis – a small portion of a full brand analysis – is to examine the brand's graphic content and identify the brand's voice and visual attributes. Jeni's Ice Cream has a strong digital presence with almost —

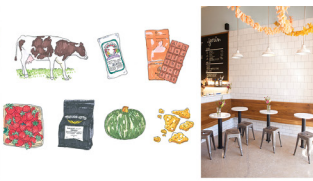
400 thousand followers on Instagram and over 150 thousand followers on Facebook. From a visual observation of their social media accounts, website, and scoop shops, I noticed a use of large blocks of bold, vibrant colors, photography, and hand drawn elements and lettering.

Their brand voice is:

*Fun, Bright, Energetic, Whimsical,  
Authentic, Personable, Easy-going,  
and Fresh.*



All the same characteristics embodied by the ice cream. Upon reaching out to Jeni's, I received their official brand guidelines that confirmed these elements. It is a playful and colorful style yet simple enough to allow the true hero to shine through – the ice cream.



CAN'T BUY ME LOVE BUT YOU CAN BUY ME ICE CREAM



GRASS-GRAZED MILK



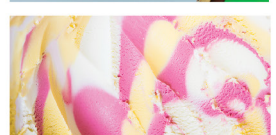
Pantone 172

Pantone 805

Pantone 317



Brambleberry Crisp



# Stakeholders

## Jeni's Ice Cream

This project directly contributes to Jeni's brand image and brand experience since it features Jeni's flavors and utilizes Jeni's brand assets.

## Design and Marketing Professionals

Professionals in both design and marketing may gain understanding and/or a new perspective on motion graphic design techniques and motion graphic design in branding.

## College Students

This demographic, students ages 18-25 years, is technology and social media savvy, playing into the platforms suitable to motion graphics. Jeni's Ice cream features non-traditional flavors catering to an adventurous crowd that's focused on an experience rather than convenience or budget.

College Students  
*Go Bucks!*

Jeni  
Britton Bauer  
*#IceCreamForLife*

Design / Marketing  
Professionals  
*Colors, Fonts, & Logos  
Oh My!*





# A Pinch of Thi s, s,

# Multi-Sensory Perception

The way we taste foods is far more complex than flavor alone. Flavor perception encompasses processing multi-sensory information. It involves all five sense perception systems:

*taste, olfactory, visual, auditory, and tactile.*

This encompasses not only the food itself, but its packaging, environment, and the marketing surrounding it. A simple example to describe this correlation is when the sense of smell is impaired by a stuffy nose, perception of taste is usually dulled as well. This connection between multi-sensory information truly dictates how flavor is understood.

Based on the information that is transported from the tongue to the brain, there are thought to be at least four basic profiles of taste. **The basic tastes are:**

*sweet, salty, sour, and bitter.*

These basic tastes have a strong link to evolution and survival, just like motion is linked with survival. Taste was a sense that aided us in testing the foods we were consuming. A bitter or sour taste was an indication of poisonous or inedible foods, and a sweet or salty taste was often a sign of foods rich in nutrients.

*This flavor wheel represents all categories of food. A tool to help break down and classify different flavor profiles.*



## Color

Research has reported that people reliably associate certain colors with each of the basic tastes. Food genre, customary social norms, and established brand relationships also need to consider when categorizing the color associated with a flavor. For this project, I studied the color of the ice cream, the brand packaging, traditional associations with the flavor, and the research of basic tastes to create the color palette used in the motion graphics.

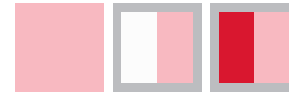
## Sound

While the specifics of sound can get quite in depth from the ambient noise of restaurants to the sound of the utensil hitting the container, and to a person's own perception of noise as they chew – the taste perception of sound can generally be divided into two categories. Ice cream itself is very sweet, so for this project I focused on the other main taste notes to categorize each flavor.

## Shape

Similar to sound, the research around taste perception of shapes is quite in depth. The shape of the packaging, the plate, and the food itself can affect the perception of taste. For my project, I used these findings to influence the appearance of abstract shapes. I also took reference from the original ingredients' shapes and the way that they would inherently move and function under natural forces.

### SWEET



### SOUR



### SALTY



### BITTER

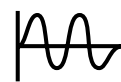


### BITTER



LOWER  
PITCH

### SWEET



HIGHER  
PITCH

### BITTER



ANGULAR  
SHAPES

### SWEET



ROUND  
SHAPES

## *Top Notes*

*The flavors you detect first. These play a role in setting first impressions usually dissipating quickly.*

## *Middle Notes*

*Contains the truest nature of the ice cream, making up the “heart” of the flavor. Middle notes appear as the top notes start to fade.*

## *Base Notes*

*Form the foundation of the ice cream. They help boost the lighter notes while adding more depth and resonance.*

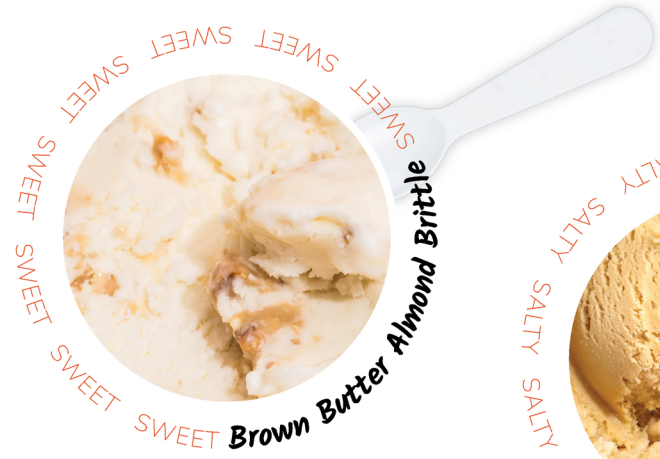
# Taste Notes Pyramid

Jeni's Ice Cream consist of complex flavor profiles with all natural ingredients and unique flavor combinations. These flavors can't be classified as simply sweet, salty, bitter, or sour. To better comprehend how to breakdown and analyze a flavor, I researched how the perfume industry categorizes and classifies a fragrance.

Similar to how musical notes make up a song and individual ingredients make up an ice cream flavor, fragrance notes are the individual components that, when combined, form a unified, pleasing perfume.

The perfume industry utilizes a pyramid to represent the hierarchy of fragrance notes, classifying each as a top, middle, or base note. Correlating this concept of categorizing fragrance notes in a pyramid to taste notes provided organization, hierarchy, and meaning to the complex ice cream flavor profiles.

In my exploration and iterative design process I also use this pyramid to create a timeline to chart the movements and motion approaches in the motion graphics.



# Top Sellers Collection



"Easily the most unforgettable ice creams Jeni has ever created. Nothing flies out of our freezer faster than these tried-and-true best-sellers."

To make the selection for which flavors would be utilized for the motion graphics, I took three things into consideration. First, it was important to select flavors that were non-seasonal.

Conducting research over several months, the flavors needed to be accessible at any time and not limited due to a change in production. Along with accessibility, I wanted to make sure the flavors were popular allowing this project to reach a larger audience. Last, I wanted to make sure I had variety in the flavors representing each of the basic taste profiles. From the "Top Sellers" selection, I choose Brambleberry Crisp to represent sour, Brown Butter Almond Brittle to represent sweet, Salty Caramel to represent salty, and Darkest Chocolate to represent bitter.

*The most amount of Fair Trade cocoa to still legally call it ice cream — that it is overflowing with rich, **bittersweet** chocolate flavor, and is dense but still creamy.*



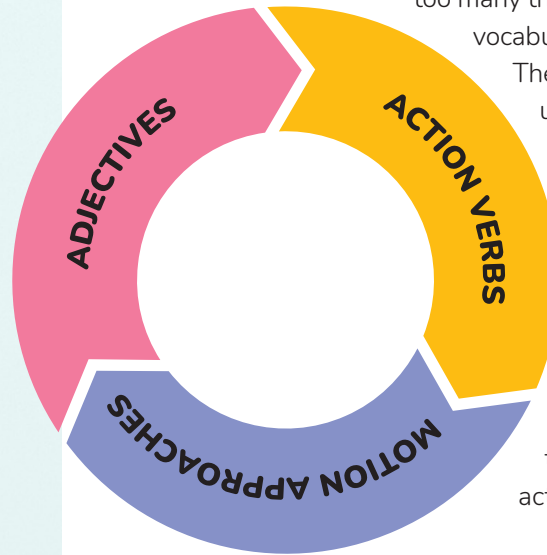
# Informal Discussions

Once the flavors were selected, the next step was to breakdown and define the four ice cream flavors. I hosted informal discussions having volunteers taste test the ice cream and fill out a survey with their thoughts. The goals of this exercise were to define the components of each flavor profile and then relate the components to motion approaches. I created a survey that asked the volunteers to identify adjectives to describe both flavor and texture, then correlate those adjectives to action verbs, and finally, correlate the action verbs to motion approaches. This survey also included a section to chart these adjectives and verbs on a “taste note pyramid”.

Unfortunately, the results of the first informal discussions were underwhelming. The tasks were too broad and required them to define too many things. Consequently, the volunteers’ vocabulary was limited and repetitive.

The volunteers also had a very limited understanding of motion and what was meant by motion approaches.

Taking this information, I broke the surveys into three separate discussion sessions – one discussion to identify adjectives for the flavors, a second discussion to correlate those adjectives to action verbs, and the third discussion to correlate the action verbs to motion approaches.



**Flavor Profile**  
Place the words you circled above in one of the following categories.

**TOP NOTES**  
Top notes are the flavors you detect first. These play a role in setting first impressions. Top notes usually dissipate quickly.

**HEART OR MIDDLE NOTE**  
Contains the truest nature of the flavor. The “heart” of the fragrance starts to fade.

**Visual Profile**  
On the scales below, mark the level of intensity of the color(s) that you associate to the flavor:

Red  
Orange  
Yellow

**Taste/Texture Profile**  
On the scales below, circle the level of intensity that applies to the flavor.

| TASTE    |              |          |            |               |
|----------|--------------|----------|------------|---------------|
| Bright   | Fruity       | Tangy    | Tart       | Sour          |
| Plain    | Balanced     | Sharp    | Salty      | Briny         |
| Sweet    | Mild         | Muddy    | Rich       | Bitter        |
| Bland    | Conventional | Mellow   | Unusual    | Pungent       |
| Buttery  | Butterscotch | Toffee   | Caramel    | Burnt Caramel |
| Ordinary | Comforting   | Exciting | Delectable | Decadent      |
| Fresh    | Light        | Toasted  | Roasted    | Nutty         |
| TEXTURE  |              |          |            |               |
| Airy     | Fluffy       | Spongy   | Firm       | Dense         |
| Runny    | Melty        | Juicy    | Goopy      | Sticky        |
| Soft     | Chewy        | Crispy   | Crunchy    | Tough         |
| Silky    | Creamy       | Smooth   | Thick      | Chunky        |
| Whipped  | Pureed       | Grainy   | Flaky      | Crumbly       |

# Survey Results

For the first informal discussion, I revised the format of the survey from open-ended questions to selecting adjectives placed on a scale of intensity. I found that a lot of people were trying to describe the same thing but using words with different meanings. Having words on a scale gave a set value to the word and therefore equalized the answers I received. I also added an additional portion asking about color and kept the section for the “taste note pyramid.”

Through this process, and the conversations I had with my volunteers, I realized that the next two discussion sessions would not be very fruitful. The volunteers were not grasping the concept of correlating flavor to action and certainly did not understand motion approaches. Consequently, I completed these portions myself supporting my decisions based on literature reviews and my expertise as a practicing designer. These approaches were also tested and evaluated in the iterative design process.



**Ice Cream Flavor: Darkest Chocolate**

**Taste/Texture Profile**  
On the scales below, circle the level of intensity that applies to the flavor:

**TASTE**

Bright Fruity Tangy Tart Sour  
Plain Balanced Sharp Salty Briny  
Sweet Mild Muddy Rich Bitter  
Bland Conventional Mellow Unusual Pungent  
Buttery Butterscotch Toffee Caramel Burnt Caramel  
Ordinary Comforting Exciting Delectable Decadent  
Fresh Light Toasted Roasted Nutty

**TEXTURE**

Airy Fluffy Spongy Firm Dense  
Runny Melty Juicy Goopy Sticky  
Soft Chewy Crispy Crunchy Tough  
Silky Creamy Smooth Thick Chunky  
Whipped Pureed Grainy Flaky Crumbly

---

**Ice Cream Flavor: \_\_\_\_\_**

**Visual Profile**  
On the scales below, mark the level of intensity of the color(s) that you associate to the flavor:

Red  
Orange  
Yellow  
Green  
Blue  
Purple  
Black  
Brown

**Ice Cream Flavor: \_\_\_\_\_**

**Flavor Profile**  
Place the words you circled above in one of the following categories.

**TOP NOTES**  
Top notes are the flavors you detect first. These play a role in setting first impressions. Top notes usually dissipate quickly.

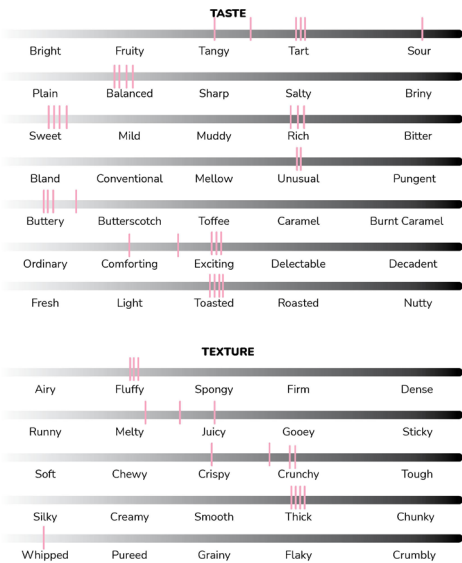
**HEART OR MIDDLE NOTES**  
Contributes to the heart nature of the ice cream. Heart notes make up the "heart" of the fragrance. Heart notes appear as the top notes dissipate.

**BASE NOTES**  
Form the foundation of the ice cream. They help boost the lighter notes while adding more depth and resonance.

**Ice Cream Flavor:** Brambleberry Crisp

**Taste/Texture Profile**

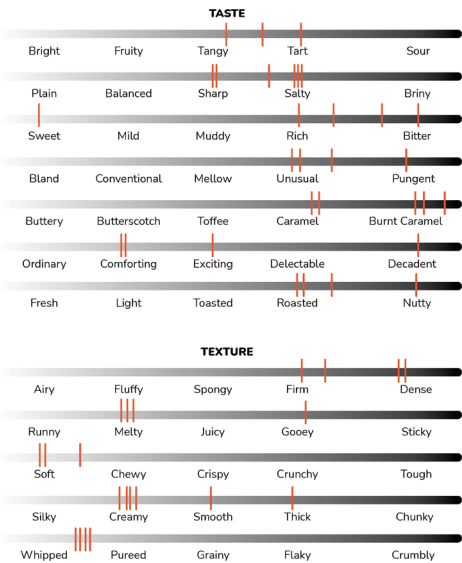
On the scales below, circle the level of intensity that applies to the flavor:



**Ice Cream Flavor:** Salty Caramel

**Taste/Texture Profile**

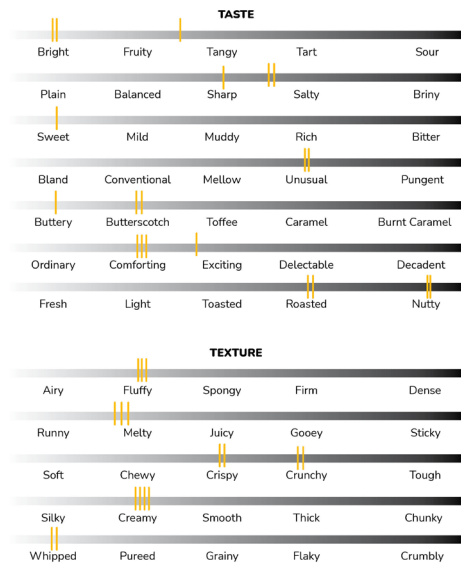
On the scales below, circle the level of intensity that applies to the flavor:



**Ice Cream Flavor:** Brown Butter Almond Brittle

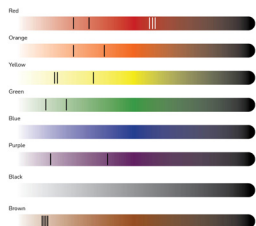
**Taste/Texture Profile**

On the scales below, circle the level of intensity that applies to the flavor:



**Ice Cream Flavor:** \_\_\_\_\_  
**Visual Profile**

On the scales below, mark the level of intensity of the color(s) that you associate to the flavor:



**Ice Cream Flavor:** \_\_\_\_\_  
**Flavor Profile**

Place the words you circled above in one of the following categories.

**TOP NOTES**

Top notes are the flavors you detect first. These play a role in setting first impressions. Top notes usually dissipate quickly.

- Salty
- Sour
- Bitter
- Sharp
- Briny
- Rich
- Unusual
- Pungent

**HEART OR MIDDLE NOTES**

Contains the heart nature of the ice cream. Heart notes make up the "heart" of the fragrance. Heart notes appear as the top notes start to fade.

- Soft
- Chewy
- Sticky
- Crunchy
- Crumbly
- Whipped
- Pureed
- Grainy
- Flaky
- Chunky

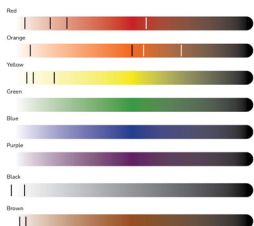
**BASE NOTES**

Form the foundation of the ice cream. They help boost the lighter notes while adding more depth and resonance.

- Buttery
- Butterscotch
- Toffee
- Caramel
- Burnt Caramel
- Ordinary
- Comforting
- Exciting
- Delectable
- Decadent
- Fresh
- Light
- Toasted
- Roasted
- Nutty

**Ice Cream Flavor:** \_\_\_\_\_  
**Visual Profile**

On the scales below, mark the level of intensity of the color(s) that you associate to the flavor:



**Ice Cream Flavor:** \_\_\_\_\_  
**Flavor Profile**

Place the words you circled above in one of the following categories.

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- Flaky
- Chunky

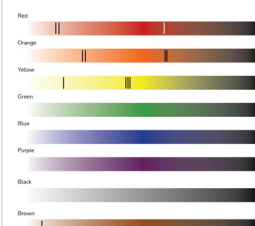
**BASE NOTES**

Form the foundation of the ice cream. They help boost the lighter notes while adding more depth and resonance.

- Buttery
- Butterscotch
- Toffee
- Caramel
- Burnt Caramel
- Ordinary
- Comforting
- Exciting
- Delectable
- Decadent
- Fresh
- Light
- Toasted
- Roasted
- Nutty

**Ice Cream Flavor:** \_\_\_\_\_  
**Visual Profile**

On the scales below, mark the level of intensity of the color(s) that you associate to the flavor:



**Ice Cream Flavor:** \_\_\_\_\_  
**Flavor Profile**

Place the words you circled above in one of the following categories.

**TOP NOTES**

Top notes are the flavors you detect first. These play a role in setting first impressions. Top notes usually dissipate quickly.

- Salty
- Sour
- Bitter
- Sharp
- Briny
- Rich
- Unusual
- Pungent

**HEART OR MIDDLE NOTES**

Contains the heart nature of the ice cream. Heart notes make up the "heart" of the fragrance. Heart notes appear as the top notes start to fade.

- Soft
- Chewy
- Sticky
- Crunchy
- Crumbly
- Whipped
- Pureed
- Grainy
- Flaky
- Chunky

**BASE NOTES**

Form the foundation of the ice cream. They help boost the lighter notes while adding more depth and resonance.

- Buttery
- Butterscotch
- Toffee
- Caramel
- Burnt Caramel
- Ordinary
- Comforting
- Exciting
- Delectable
- Decadent
- Fresh
- Light
- Toasted
- Roasted
- Nutty

# Matrix

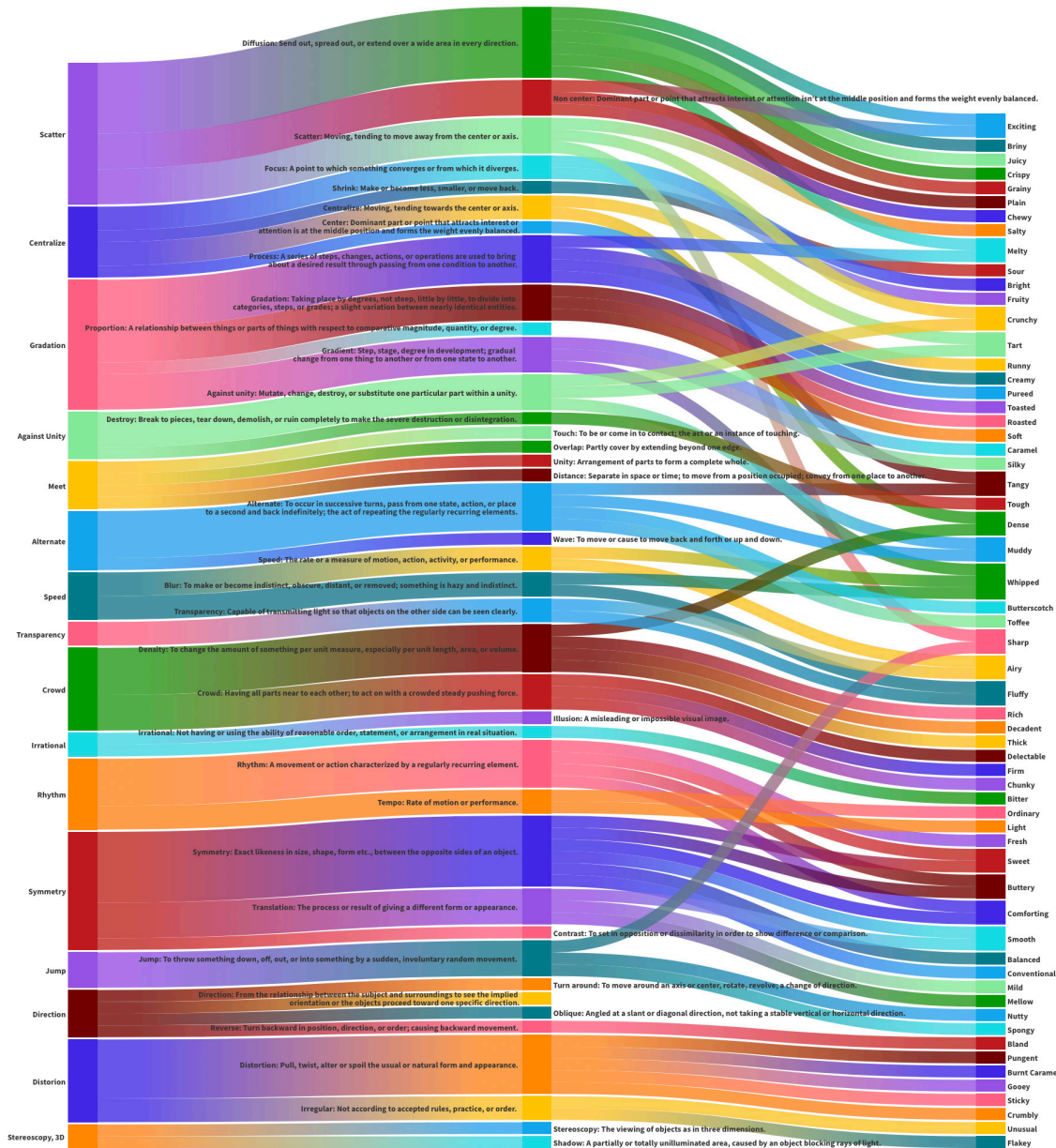
Working through the remaining steps, I analyzed the relationship between the flavor, action, and motion approaches and developed a matrix to chart the results. After creating the overall matrix I then I charted how each volunteer answered the survey for the separate flavors.

## To highlight a few examples:

The adjectives “sour”, “tart,” and “tangy” are all varying degrees of each other. Tasting these flavors, one’s mouth tends to tighten and pucker. These flavors, dependent on the intensity of the adjective, are connected to the motion approaches “centralize,” “shrink” and “center.”

The adjective “juicy,” brings thoughts of dripping or oozing outwards. In the context of ice cream and berries, “juicy” can be linked to the motion approach “diffusion.”

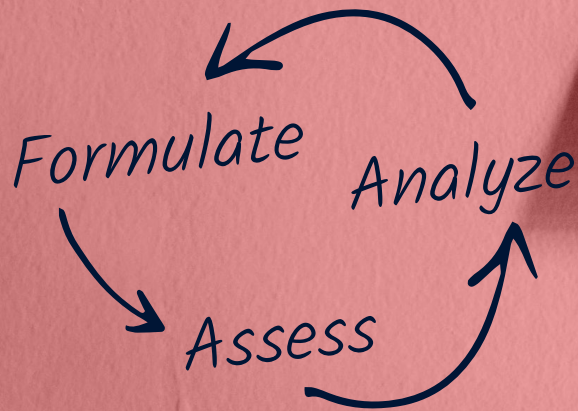
Again, the adjectives soft, silky, and creamy are all varying degrees of each other. While these adjectives are slightly more abstract, they elicit movements of “gradation” and “process.”



**“I’ve already had one ice cream cone. This is my secondary.”**

— *unknown*

# A Dash of That



The plan was to create a motion graphic for each of the four chosen flavors. However, I understood that time was limited and to get the best results I needed to shift my focus to two flavors.

- Round one, laid the foundation
  - developed the storyboard,
  - collected assets, and
  - selected music

I moved forward with Darkest Chocolate representing the basic taste bitter and Brambleberry Crisp representing sour, semi-sweet.

- Round two, developed the process of transitioning from photography of the ingredients to abstract shapes
- Round three, incorporated and defined the motion movements.

For the iterative design process, I worked through four rounds of formulating, assessing, and analyzing.

- Round four, finalized the details and pulled everything together.

# Nutrition Facts

1 serving per container

**Serving Size**

**15 seconds**

**Amount per serving**

## Design

**Color based on**

Taste Research

Yellow / Green [sour] 50%

Pink / Red [sweet] 50%

Brand / Survey

Tan / Green / Yellow / Red 100%

**Shape / Image based on**

Taste Research

Angular Shapes [sour] 55%

Round Shapes [sweet] 45%

Brand Analysis

Real Imagery / Vector Shapes

**Space** [Survey]

Balanced

**Typography** [Brand]

Hand Drawn / Playful

**Sound** [Taste]

Medium-High Pitched

## Taste Notes

**Top Notes** [Survey]

Tart / Sour / Fruity

**Middle Notes** [Survey]

Crunchy / Juicy / Exciting /

Unusual / Muddy / Balanced

**Base Notes** [Survey]

Fluffy / Light / Buttery /

Vanilla / Rich / Toasted

## Insights

**Keywords** [Survey]

Berries / Playful / Upbeat /

Flavor Filled / Exciting / Unusual

# Brambleberry Crisp



**SOUR**



**SWEET**



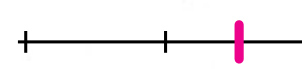
**ANGULAR SHAPES**  
BITTER / SOUR



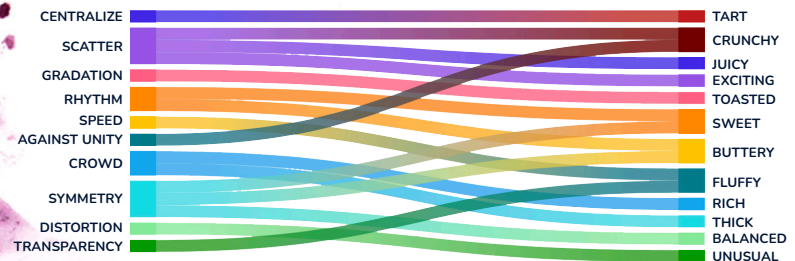
**ROUND SHAPES**  
SWEET



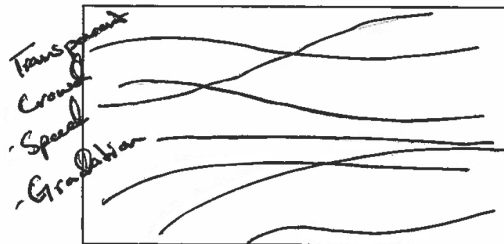
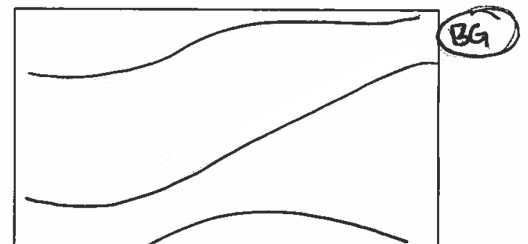
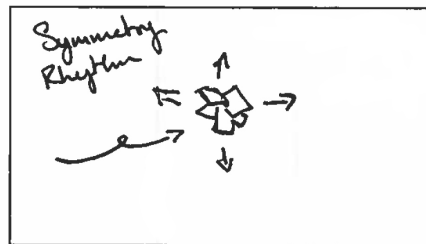
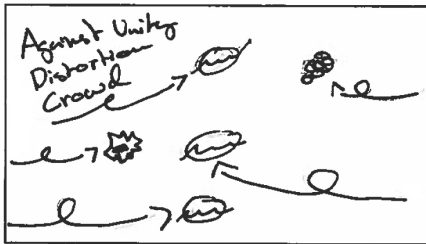
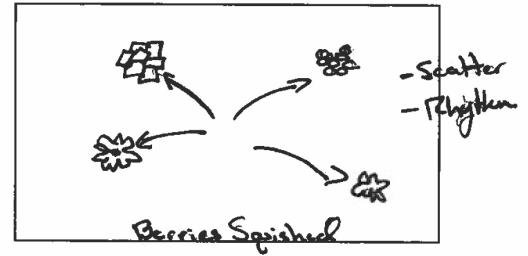
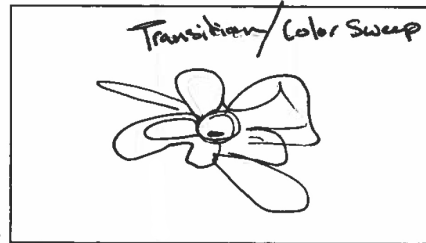
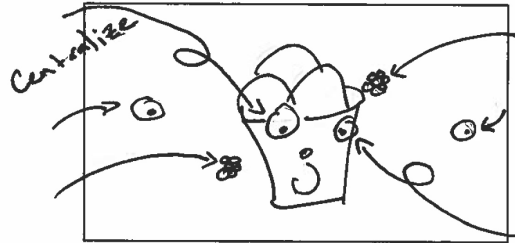
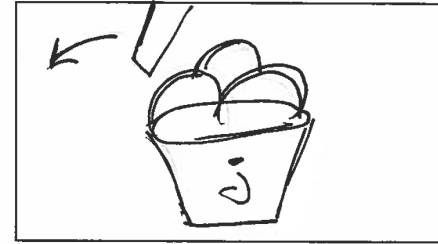
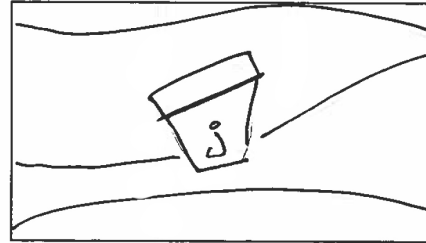
**LOWER PITCH**  
BITTER



**HIGHER PITCH**  
SWEET



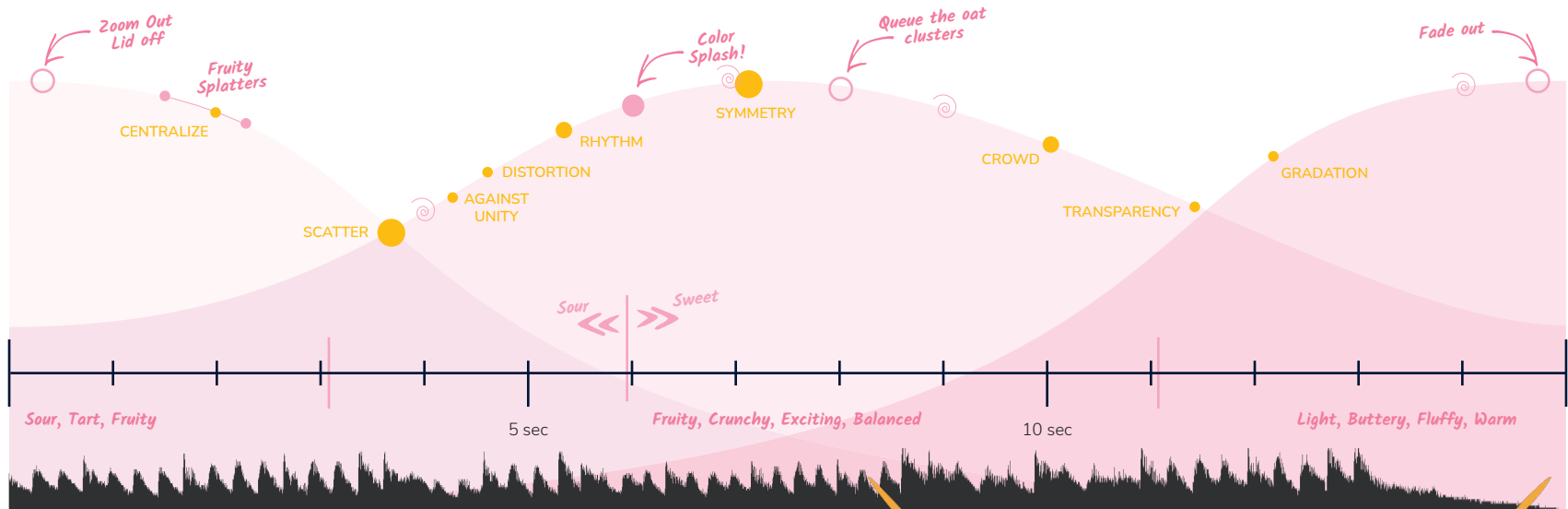
Brambleberry  
Crisp



Brambleberry  
Crisp

loop?



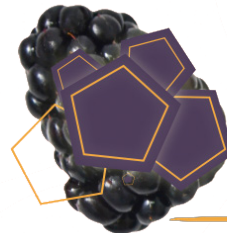


□ Top Notes □ Middle Notes □ Base Notes



Color Palette

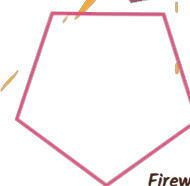
Blackberry



Oat Clusters



Blueberry



Firework



**TART**



**Centralize:** Moving, tending towards the center or axis.

**CRUNCHY**



**Scatter:** Moving, tending to move away from the center or axis. Send out, spread out, or extend over a wide area in every direction.

**EXCITING**



**Diffusion:** Send out, spread out, or extend over a wide area in every direction.

**JUICY**



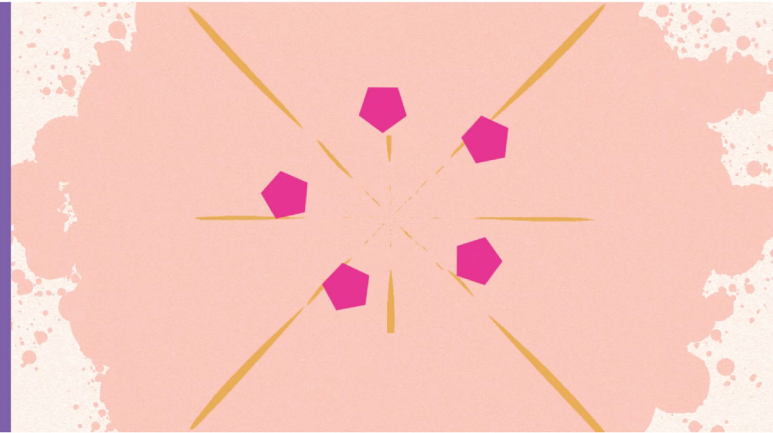
**Non center:** Dominant part or point that attracts interest or attention isn't at the middle position and forms the weight evenly balanced.

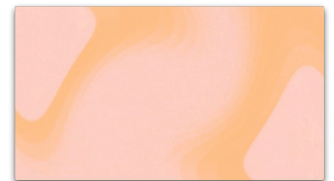
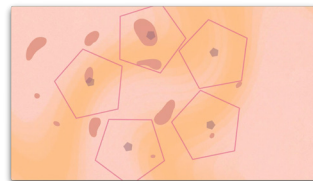
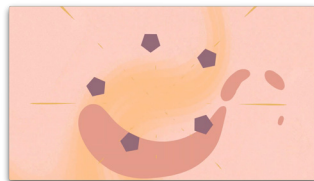
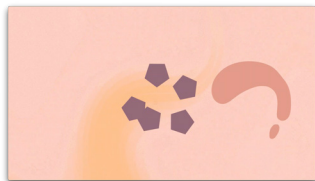
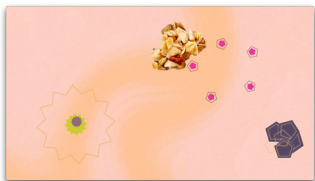
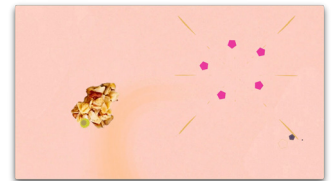
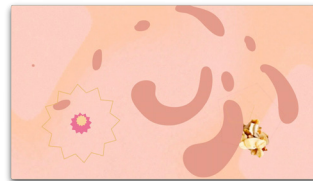
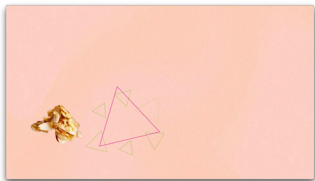
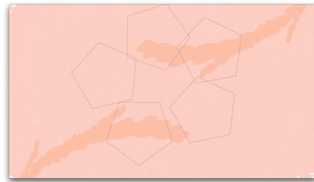
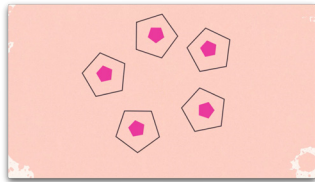
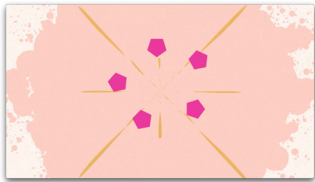
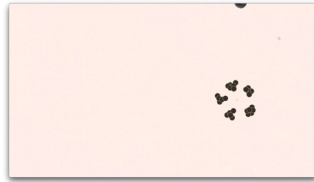
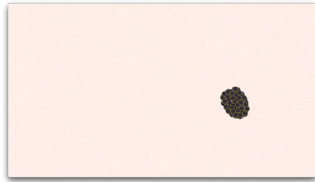
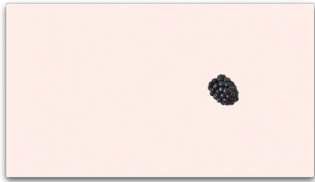
**SWEET**



**Symmetry:** Exact likeness in size, shape, form etc., between the opposite sides of an object.

**BUTTERY**

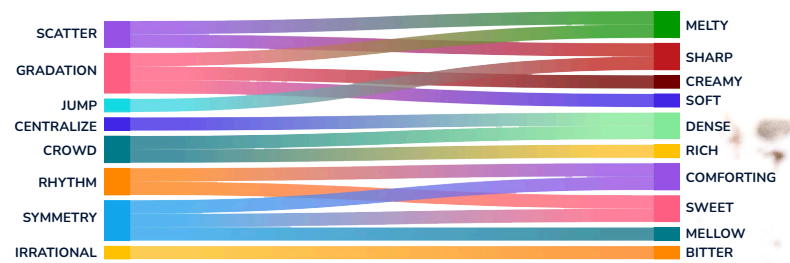
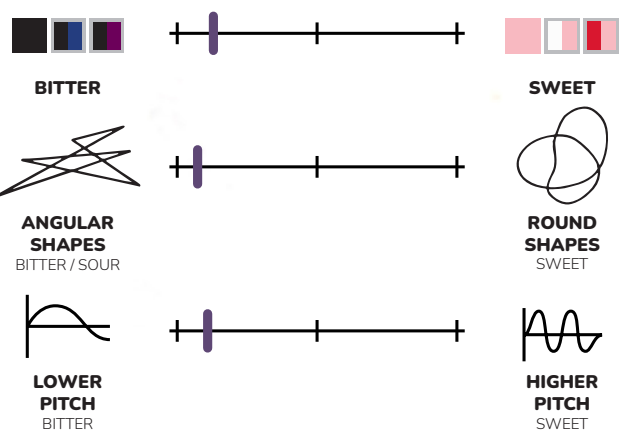




**Two Scoops  
Are Better  
Than One**



# Darkest Chocolate



## Nutrition Facts

1 serving per container

**Serving Size**

**17 seconds**

**Amount per serving**

## Design

**Color based on**

Taste Research

Black / Purple / Blue [bitter] 100%

Brand / Survey

Dark Red / Dark Orange / Dark Blue /

Dark Purple / Black / Dark Brown 100%

**Shape / Image based on**

Taste Research

Angular Shapes [bitter] 90%

Round Shapes [sweet] 10%

Brand Analysis

Real Imagery / Vector Shapes

**Space** [Survey]

Gradation

**Typography** [Brand]

Hand Drawn / Playful

**Sound** [Taste]

Low Pitched

## Taste Notes

**Top Notes** [Survey]

Bitter / Rich / Sharp / Dense

**Middle Notes** [Survey]

Bitter / Mellow /

Comforting / Melty / Soft

**Base Notes** [Survey]

Chocolate / Sweet /

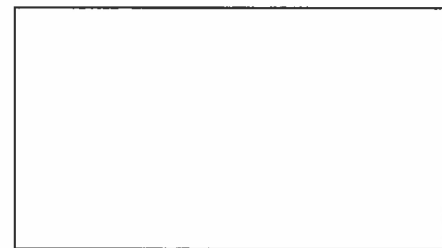
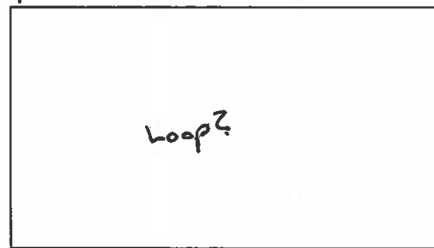
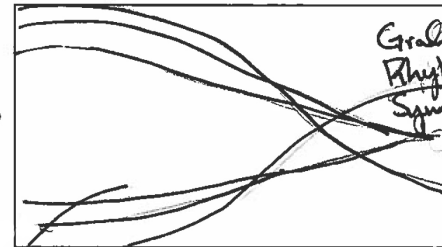
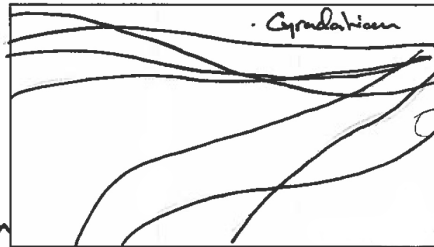
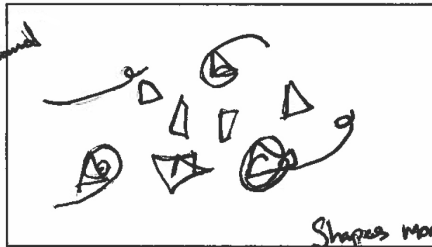
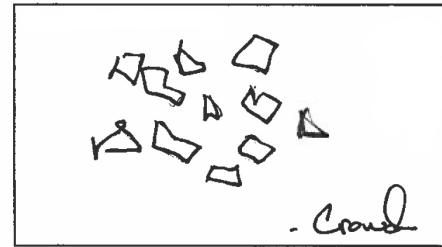
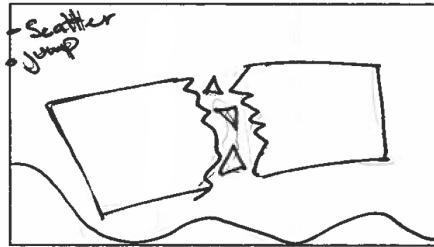
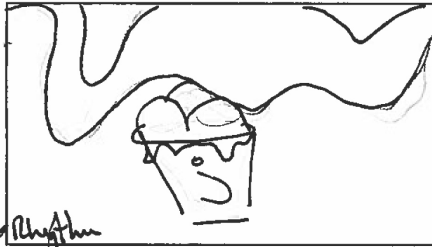
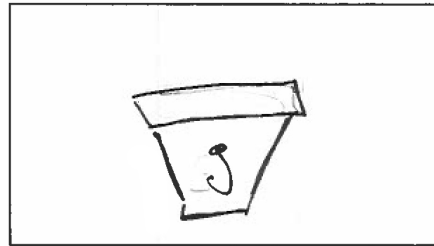
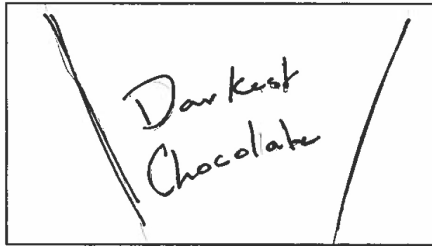
Comforting / Melty / Soft

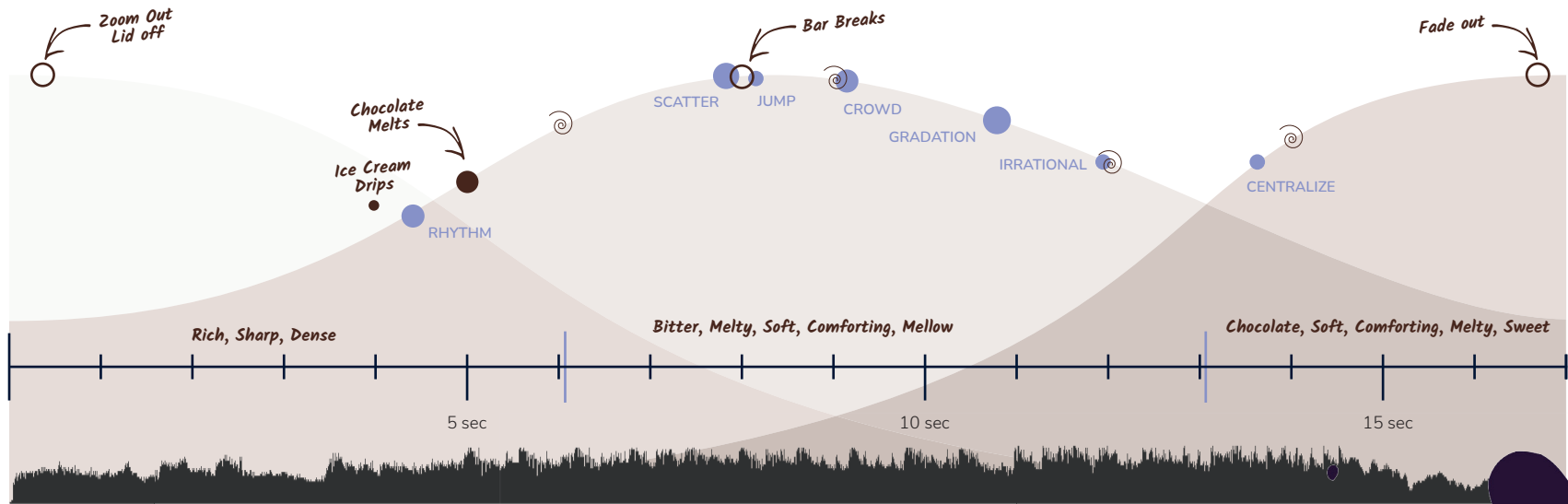
## Insights

**Keywords** [Survey]

Hypnotized / Tunnel / Rich / Comforting /

Dense / Soft / Chocolate / Luxury





Top Notes
  Middle Notes
  Base Notes

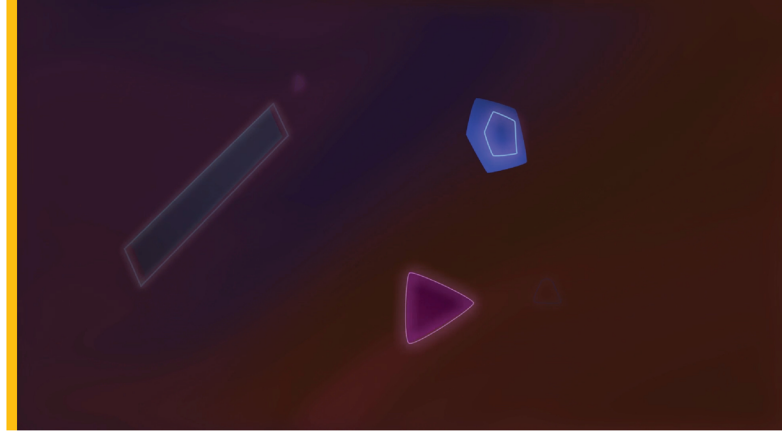


Color Palette



**BITTER**

**Irrational:** Not having or using the ability of reasonable order, statement, or arrangement in real situation.



**SOFT**

**CREAMY**

**MELTY**

**Gradation:** Taking place by degrees, not steep, little by little, to divide into categories, steps, or grades; a slight variation between nearly identical entities.

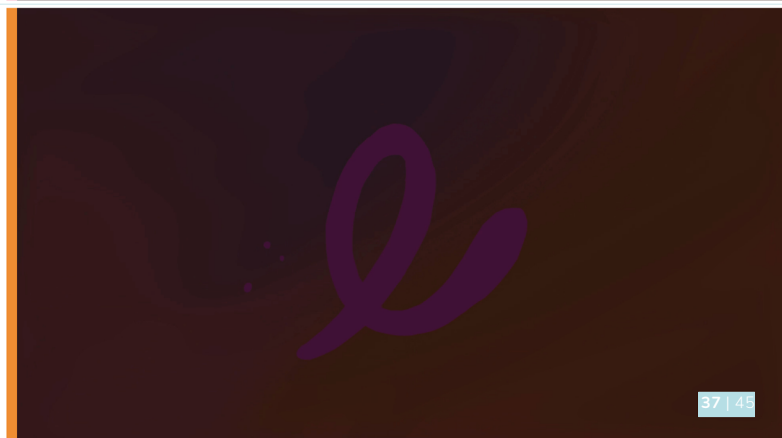
**Process:** A series of steps, changes, actions, or operations are used to bring about a desired result through passing from one condition to another.



**SWEET**

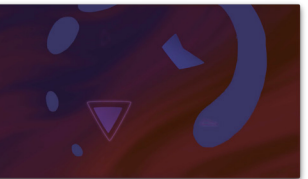
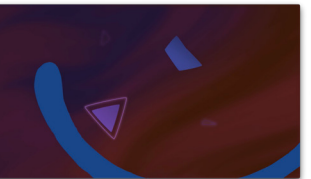
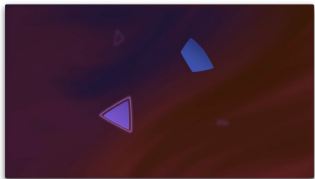
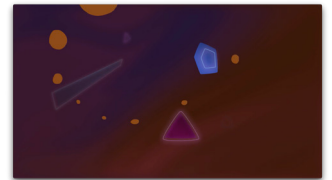
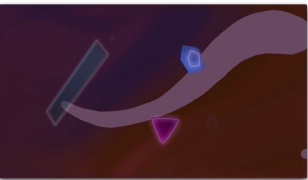
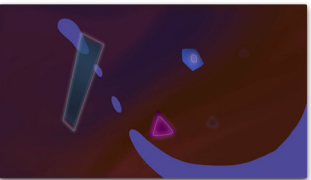
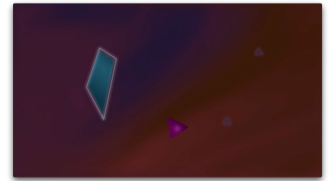
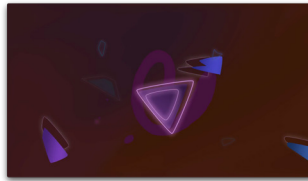
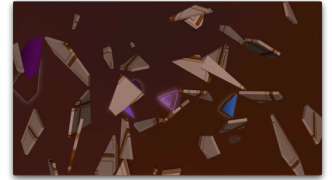
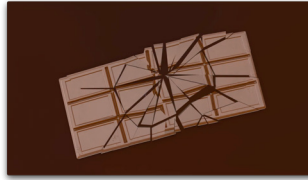
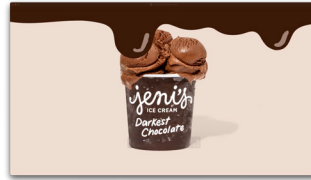
**COMFORTING**

**Rhythm:** A movement or action characterized by a regularly recurring element.





ICE CREAM  
**Darkest  
Chocolate**



# The Cherry on Top!

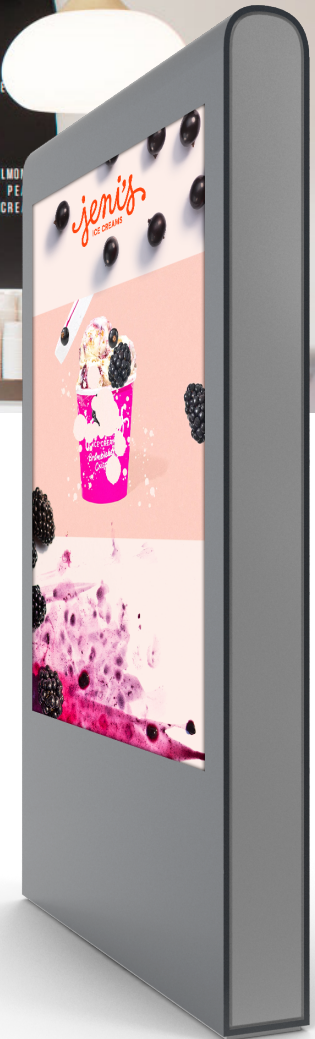




## Recommendation for Use

While this is a semi-abstract project, there are still opportunities for practical use-case scenarios. My main recommendation for use would be as environmental signage within and around scoop shops. The purpose of this signage would be to help bring people into the shops and to help customers decide on a flavor. One element that I was unable to capture with these motion graphics was the olfactory, scent perception. However, Jeni's scoop shops have a very distinct sweet smell that permeates the air for miles. Combining this olfactory perception with the motion graphics has the potential to elevate the project even further.

This project reaches beyond the design community touching many aspects of the food and drink industry such as restaurants, grocery stores, hospitality, etc. and even touching human physiology linked to sensory perception. Flavor cultivates an emotional response and harnessing that with motion's power to increase emotional connection can lead to an exceptional audience experience and engagement. This project brings to light opportunities for the food and drink industries to provide a more in-depth customer enjoyment.





# Evaluation of Results

The nature of visual communication design is quite subjective, and motion adds an additional layer of ambiguity by adding a fourth dimension, **time**. This project-based thesis created a **framework** to provide a **creative** approach to developing **motion** and **ambiguity**. Motion graphic design is continuously evolving and adapting as technology expands and as trends change. **As creative thinkers, we need to embrace that evolution and match it with innovative ideas.**

**time**  
Indefinite continued progress  
of existence and events

While design is subjective, there are additional limitations to this project. From an audiences perspective, including **personal preferences, interpretations, and lived experiences**, there are vast numbers of directions to consider. For this project I selected a set of perimeters to work within to narrow my research, however, there are still plenty of opportunities for another researcher to pick up where I left off. From a design perspective, I was limited by **time, lack of an IRB, and consequently audience feedback**. As this non-thesis was project based, I focused my efforts on the making portion which didn't require an IRB.

In turn, that meant that my research was limited in regards to participant involvement and feedback. Incorporating that element of research in future projects would advance the outcomes greatly. **This project can be expanded upon in a multitude of directions by shifting the perimeters and limitations, each adding another layer of complexity and insights.**

## Contribution to Design

Through my exploration of taste and motion guided by the Jeni's Ice Cream's brand, I developed a process for how to deal with this set of data in the realm of motion graphic design. The **framework** and **repeatable process** can be utilized by designers and marketing professionals and applied to future applications. These applications can reach far beyond ice cream and taste perception to **impact countless brands and initiatives**. While this is just one approach to many, my hope is that it provides a foundation to magnify ideas by helping others gain confidence and inventiveness.



**“It was the color of  
someone buying you an  
ice cream cone for no  
reason at all.”**

— *Lemony Snicket*

## Committee Members



**Yvette Shen**  
Assistant Professor



**Peter Chan, Ph.D.**  
Associate Professor



**Paul J. Nini**  
Professor

## Acknowledgments

I would like to acknowledge and give a very special thank you to Professor Yvette Shen who acted as my primary advisor throughout my research and project development. Without your support this project would have melted in minutes. Your guidance and expertise were invaluable to creating a polished, powerful end product. Thank you to my committee members, Dr. Peter Chan and Professor Paul Nini. Thank you for all your support and your added two scoops of advice.

Thank you to my three references who initially supported my graduate journey, Dan Hedman, Jacquie Aberegg, and Gretchen Rinnert. Dan, you have been my biggest cheerleader supporting my creative career even though it meant saying goodbye to me being a part of your team. Jacquie, you continually inspire me to question brand experience and develop innovative ideas – I aspire to fill your shoes one day. Last but really first, Gretchen, you instilled my love for motion graphic design while in undergrad at Kent State. Without your initial investment in my education, I most certainly would not be where I'm at today.

Additional thank you to the volunteers who made this research possible by eating endless amounts of ice cream. It has been an honor learning from your experiences and translating your insights into something that has potential to help other creatives.

Finally, I would like to give a special thank you to my husband, Manoj, for his continuous support and understanding during my three and a half years studying. I know how much of a struggle it was making sure no ice cream went to waste.

**“You can't buy happiness,  
but you can buy ice cream,  
and that is pretty much  
the same thing.”**

— *unknown*

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