

Sample of English Rewrite

Field of research: Visual Communication Design

Developing Conditions For Universal Package Design and Design

Evaluation Index

Korea has experienced ~~outstanding-tremendous~~ economic growth and ~~sociopolitical -social~~ change over the last ~~several-few~~ decades. These changes have become even more rapid and profound in the wake of globalization and informatization. Fundamental shifts in social perceptions have occurred, driven by changes in the demographic makeup of the country. Following the Korean War, Korea's population has aged substantially due a plummeting total fertility rate, which fell from 6 births per woman in 1960 to 1.15 in 2009. and it is facing the age of additional -change recently in the flow of globalization and informatization. According to the change, social condition and people's consciousness structure show many changes in each people's life. Especially, the change of population structure becomes an important clue to predict the future society. After Korean War, TFR(Total Fertility Rate) of 1960 was 6 persons but TFR of 2009 was 1.15 persons, showing rapid decrease. This trend is only set to continue. It is estimated that the number of people older than 65 years of age will increase from 7% of the population (2000 figures) to 14% in 2018 and more than 20% in 2026. Under this growth scenario, Korea will become what is known as a "super-aged society" .

As the old population of more than 65 years old shared more than 7% of entire population in 2000, Korea entered aging society. It is predicted that as it will share more than 14% in 2018, Korea will enter aged society and as it will share more than 20% in 2026, Korea will enter super-aged society. To cater for this blossoming segment of society, paradigms that have stood firm for many years must change. Previously, product design has focused on the base of the population pyramid: young, healthy people in their twenties. Other segments of society including children, the elderly, and sick or disabled people were largely ignored. In light of the coming demographic shift, such an emphasis is no longer tenable. To fill the gap, universal design (UD) has emerged.

According to the change of social phenomenon, the old population increases and the consideration on various people, who have been excluded until now, becomes outstanding. As a result, UD(universal design) appeared. Because in existing design, healthy, young people in their twenties ~ thirties, who are part of population structure, were considered as general users and mass production was performed, there was no choice but to give inconveniences to children, the old and the weak and the disable.

Universal design involves promoting products and technologies that preserve and enhance

human dignity and equity to improve quality of life for all citizens. The challenges that diversity brings are embraced as new opportunities to design innovative, accessible and easy to use products. UD is a new paradigm in modern society where human's dignity and equity are achievable. When considering that the purpose of design is to improve life quality, UD respects the society of diversification and has the purpose to provide all people with easily usable design.

An immediate application of UD is in the packaging design field. Packaging is ubiquitous in modern life and plays a critical role in brand recognition for companies. Unfortunately this focus on marketing outcomes has resulted in the usability of packaging being neglected in favor of its appearance in many cases. For elderly people, this can result in serious inconveniences and as such, a UD approach may be necessary to ensure that Korea's upcoming 'super-aged' society is not disenfranchised. Like that, the change of age environment requires the effort to meet various consumer's needs in package design field. The package that we meet in daily life so frequently that we can't find the product without package is used to search for company's profit as a mass production rather than consider the place of user. As it is necessary to study UD considering the conveniences of many people, the study reestablished the definition of existing UD according to the age environment of Korea.

In this study, a new subset of UD, universal package design (UPD), is defined. A methodology to evaluate the extent to which product packaging meets the precepts of UPD is presented based on questionnaires. Milk packages (1000 ml) were selected as a case study for the approach.