

Parcel Patrol

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Design Rational

Color blindness is estimated to impact one out of twelve men and one out of two hundred women, accumulating to upwards of 350,000,00 people globally. Our design aims toward the colorblind community, particularly to a younger audience. Those with color blindness experience color uniquely, and many color-blind people rely on memorization to complete tasks involving color difference. Daily activities such as cooking, matching outfits, grocery shopping, and graphs are a constant challenge for those who struggle with color differentiation. A concerning example of the value of memorization comes from the stoplight, turning a simple visual clue into a potentially stressful memory game.

The purpose of our package is to minimize the frustration color-blind children experience while developing skills associated with producing art. All children deserve the opportunity to express themselves through color; with the “Turn & Learn” it has never been easier!

The “Turn & Learn” is a unique twist on a classic pack of markers. Each of the 8 colors is represented by a unique symbol, by creating a key children can differentiate between colors. The package itself includes a color wheel, with warm colors and their symbols on one side, and contrasting cool colors and symbols on the other. This color wheel acts as both a key to the colors and a memorization tool that children can use to enhance their understanding of shapes and colors.

As a design team, we wanted to represent each color with a commonly associated symbol. The eight symbols we have chosen to associate with the colors are an acorn, heart,

carrot, star, leaf, diamond, grapes, and a cat. By connecting the colors children use every day with icons that represent the color. We are not only providing them with a color reference for their art but improving their subconscious connections between objects they see and the colors they might not fully perceive.

It is important to note that this package design provides value to all children's experiences with early art. Creating connections between shapes, colors, patterns, and objects stimulates a child's brain, benefiting their development. Even though this product was produced specifically to cater to the needs of children with common forms of color blindness, this unique packaging design provides value to all children, regardless of color comprehension ability.