

CRITICAL REVIEW #1

Stoimenova, Borislava. (n.d.). Visual Brand Identity Design. [online] [Www.academia.edu](http://www.academia.edu). Available at: https://www.academia.edu/36218368/VISUAL_BRAND_IDENTITY_DESIGN [Accessed 3 May. 2019]

The study of 'Visual Brand Identity Design' is revealing how to use elements to tangibly express characteristic and intangible added values of identity such as personality traits, character qualities, and sensations. The researcher gathered and specified the visual brand elements mentioned in the visual brand identity literature in marketing context. Therefore, this paper is a secondary resource as it's conducted based on visual brand identity literature in marketing context. The researcher stated that the integrated design elements of corporate visual identity have rarely been studied and the area is characterized by conceptual and methodological diversity, which helps to constructed a knowledge that not commonly explored.

The researcher illustrate the research problem clearly and effectively as the point is easy to be reached out by reading thoroughly. The researcher also giving out a clear reason to conducted a research on this topic, as well as an expected outcome from this research, which is to create a theoretical framework for planning the design of visual identity program. It is an unfortunate that the hypothesis and the research question not quite clear as it is not stated in the research. The researcher introduced the problem research with paraphrasing some other source that makes this research thoughtful. As for the methodology chosen, the researcher also stated what is the pro and the cons of methods commonly used in design research. Unfortunately, the researcher didn't really explain why using visual brand identity literature was chosen.

This paper is actually well-organised as it is effectively categorized, it has abstract, introduction, methodology, theoretical framework which is the body of this research, conclusion, as well as references. For the body part, the writing is organized especially in the part that the researcher shows a table of visual brand identity design elements even-though the presenting table is not very well placed as it's not in a table form. And finally, the conclusion shows that this research has its point and shows its purpose.

This research written with a tolerable amount of grammatical and spelling error as it is still legible and the content is intelligible. However, this research could be improved and be much better by improving its title to be more reflective for its contents, avoiding some repetitive statement that leads to confusion. Overall, this research is suitable for people that is living in design field as they can understands this topic better and could be use as an incremental knowledge for them.

CRITICAL REVIEW #2

Hassan, A. and Mostafa, H. (2018). The Importance of Packaging Design as a Branding Factor in Consumer Behavior. [online] [Www.academia.edu](http://www.academia.edu).

Available at:

https://www.academia.edu/38617966/The_Importance_of_packaging_design_as_a_branding_factor_in_consumer_behavior [Accessed 3 May. 2019]

This journal article of 'The Importance of Packaging Design as a Branding Factor in Consumer Behavior' is an original research studying the importance of packaging design as a branding factor on consumer behavior. The researchers stated that there is a high relation between the brand strategy and the packaging design elements, there are a high relationship between buying behavior and packing visual elements such as color, background of packing font style and packing innovation as a branding factor, their impact are high. Thus, the purposes of this study are to analyze how the visual elements of packaging as a branding factor are succeed to manifest the brand strategy and to identify the role and the impact of the packaging visual elements on the consumer buying behavior.

This research is well written because it is effectively tells the idea of the research and points out every point they wanted to point out. Moreover, it is also organised as they categorized each section for each topic. But there are some missed and misused punctuation that confusing. In addition, this paper is not very neat as there's merged section which makes this article not so good looking.

Since this research is a tangible matter, the researchers collect their own data utilizing direct questionnaire examining what the most attracted cereal packaging design is. The questionnaire has done using google poll and measurement results were assumed to have been obtained on the equal interval scale which is the Std. deviation and Std. error. According to its research method, this research can be specified as a primary research as the researcher collect their own data quantitatively.

Apart from collecting their own experience, the researchers engaging sources mainly books that related to the topic and some journals articles. Reasoning employed is deductive as it starts with assertion of a general rule and proceeds from there to a specific conclusion. The evidence provided in a statistical type as the method of data collection was through a questionnaire.

The data collected is adequately support the conclusion drawn by the researchers as the statistical evidence found that brand strategy has to be manifested for a strong packaging design which mean that visual elements has to be born according to the brand mission and vision and indicate to it. Search also proof that there is a high impact of packaging innovation memorability, meaningfulness, and likeability impacts consumer behavior during buying process more than color, font style, and other elements of design. This results are supporting what have been predicted by the researchers. This research is mostly contributing in

advertising, packaging design, and brand identity design field as it contains a lot of proof on consumer behavior buying process impacted by a brand identity reflective brand packaging.

Overall, this article is clear from its abstract till its conclusion with a narrowed elucidation of the problem idea. The implementation of surveying through direct questionnaire is well-organised and neat, as well as how they inferencing data through a mathematical statistic way. The charts provided that shows the percentage of data survey collected are very helpful to inform the result of the survey. The researchers considered some alternative perspective as they done a thorough survey for this research with five hypothesis that have to be proved by the end of the research. The writing style used is suitable to be read by students, researcher, and people that wants to dive in this field further.