

Innovative Design and Development of Customized Bride Cookies

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Abstract—In this article, the graduation design of senior university students was supervised by a full-time teacher through group teaching. After data collection, sorting, and summarization, the students proposed the innovative design and development of customized bride cookies. These cookies were made according to the specifications of the bride and groom and give friends and relatives a fresh special feeling when handed out to them as gifts.

Keywords—*innovative design, graduation design, customized bride cookies.*

I. INTRODUCTION

The graduation design course is a summary of the four years of university study. Full-time faculty members of the Commercial Design Department are required to give students guidance and evaluation. Students could select the members of the group (5-6 people), instructor, topics, etc. according to their liking. Each group discussed with the teacher the progress of their work every week, and between the 4th and 6th week, all teachers were invited to participate in the report and evaluation so as to give the students a reference for the modification of their work.

The subject for innovative design and development chosen by the group of students mentioned in this article is customized bride cookies. Emphasis is put on making bride cookies according to the specifications of the bride and groom. Orders were taken according to the concept of micro-enterprise with the hope that young people would like the product and welcome it. This is also the developmental direction of commercial design, to guide students in conducting micro-business and selling one's idea with good marketing practices.

II. LITERATURE REVIEW

Custom designing for clients is a service that modern designers have to offer. There is a study on custom designed shoes for the elderly for the enhancement of their comfort while walking or on custom designed food for the elderly that takes account of their health and at the same time, gives them the joy of eating [1][2]. There is even custom made joint prosthesis for patients to help give them comfort during movement [5].

Research on customized food fabrication that properly controls food shape, color, flavor, texture and even nutrition also exists [4]. Of course, there is also research about effective control of cost for choosing

optimal system and equipment to achieve the most economic benefit [3].

III. CREATIVE DESIGN

Aside from having full-time teachers from the Commercial Design Department guide and evaluate the graduation designs, industry mentors were also asked to give a general assessment in hopes of enhancing students with different views and ideas to enhance their creative standards. This shows the attention given by the Commercial Design Department on the graduation design course.

In order to make customized bride cookies, the students personally learned how to make cookies and cakes and inquired from a local pastry master how to design pastry figures. Since there were only 2 members in this group, the resulting designs were limited, but fortunately their quality was not bad. In the graduation design class, the teacher and students were able to discuss and design together. Through the process of critical thinking, the students were taught to actively learn and explore problems and to look forward to their work being chosen as the best design and the most creative design.

IV. DESIGN RESULTS

After a year of effort, the students were able to live up to expectations and their product was selected by the design department to enter the 2015 National Technical Collegiate Practical Project Competition (figure 1)(figure 2).





Fig. 1. Design results

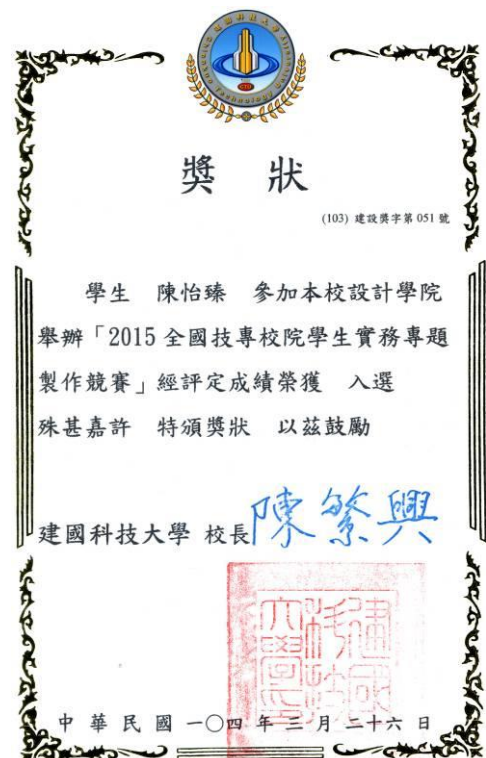




Fig. 2. Get the project competition

V. CONCLUSIONS

In general, the results for the innovative research and development of this study are summarized and illustrated below:

- (1) There is a market for custom designed bride cookies. It is recommended that Internet marketing channels be utilized to attract more customers.
- (2) The ultimate goal of the teacher is to help students launch a micro- entrepreneurship from the results of their graduate designs. It is

expected that there will be more creations in the future to generate better sales.

- (3) Obtaining industry cooperation for the graduation design can be beneficial to the learning experience of students. Manufacturers can present the topic, do the evaluation, and give out relative subsidy awards.
- (4) The teacher and students who participated in the graduation design competition wanted to receive an award, but there were only few available prizes. If the teacher can help students participate in other related creative contests, then maximum benefit can be achieved.

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